

The NATIONAL UNDERWRITER

Life Insurance Edition

INS. LAB.

1340

Why I am proud to sell life insurance

SEP 30 1938



ONE REASON—A LETTER
LIKE THIS ONE FROM A
GRATEFUL BENEFICIARY

Life insurance needs little if any praise, it has justified itself for all time. But nothing makes an agent or a Home Office representative so reassured as an expression such as the following from a grateful widow on a Wisconsin farm.

"I must this A.M. try and write you a few lines. I really don't know how to word my thanks to you. I neglected to write to you last spring and thank you for your prompt payment to me and what a great blessing the \$5000 was to me and my family of eight children, five of which are at home; we paid off the debt on our farm and all Dr. bills and undertaker bills and paid off the new tractor Mr. P..... had bought before he died . . .

"I received the check for my interest yesterday and am thanking you from the bottom of my heart. I'm here sending certificate so you can change same and send me \$500, which will leave \$1500 still on deposit.

"Please accept my sincere thanks and many blessings to your Society, ever truly yours,
Mrs. M. P."

THE EQUITABLE

FAIR — JUST

LIFE ASSURANCE

SECURITY — PEACE OF MIND

SOCIETY

MUTUAL — COOPERATIVE

OF THE U.S.

NATION-WIDE SERVICE

Thomas I. Parkinson, President
393 Seventh Ave., New York, N. Y.





"... AND REMEMBER, IT'S ALWAYS LOADED!"

... So are Northern Life contracts with
their "triple-barreled" sales appeal

LIFE ACCIDENT HEALTH



FOR DIRECT CONTRACTS WITH HOME OFFICE FOR THE STATES OF
MINNESOTA, MISSOURI, NEBRASKA AND KANSAS COMMUNICATE WITH

NORTHERN LIFE INSURANCE COMPANY
HOME OFFICE: NORTHERN LIFE TOWER, SEATTLE
D. B. MORGAN, President

LIFE—ACCIDENT—HEALTH
Issued together at a substantial saving—or separately.

The NATIONAL UNDERWRITER

Forty-second Year—No. 39

CHICAGO, CINCINNATI, NEW YORK AND SAN FRANCISCO, FRIDAY, SEPTEMBER 30, 1938

\$3.00 Per Year, 15 Cents a Copy

Storm and Flood Isolate Hartford Staffs from Jobs

Home Offices Were Closed or Operated for Some Time on a Skeleton Basis

HARTFORD—Storm and flood caused the partial or complete closing of insurance offices here. Companies were operating with skeleton forces for nearly a week after the onset of the hurricane. Though parts of the city were flooded the level of flood water within the city was some two feet below the record set in 1936.

The Connecticut General Life home office's lobby was under water in the 1936 flood, but although the waters approached the doorway last week, the lobby was not flooded. Other home office buildings are on higher grounds and would not have been affected even if the 1936 level had been reached.

The Bond hotel, where many visitors to Hartford stay, was barricaded with sandbags against the imminent danger of waters rising high enough to get into the lobby. In 1936 guests used boats to get around the lobby at the height of the flood.

Many Trees Uprooted

The most striking change that will be noticed by returning visitors is the absence of many fine shade trees. At the Aetna Life home office grounds some 40 trees were blown down. A group of magnificent elms opposite the Connecticut Mutual Life home office were uprooted.

The partial or complete closing of home offices was necessitated not by their being damaged by the storm or by flood waters but because of the inability of workers to get to and from their homes. When it became apparent that it would be necessary to close the bridge across the river, employees living on the opposite side had no choice but to get to their homes or be stranded in Hartford.

A similar situation prevailed with persons living in some of the towns outside who commute to Hartford. Because of high water or fallen trees across the roads, many of these towns were cut off from Hartford. The bridge across the river at Hartford was closed for three days.

Communications Demoralized

Mail, wire, and transportation services from Hartford to the east and west were badly demoralized following the storm but were pretty well reestablished by the beginning of this week.

C. H. Munsell, vice-president Monarch Life, died a few hours after his automobile slipped off a road during the storm and plunged over an embankment.

Dexter Wolcott, superintendent of the Aetna's Life group department, learned

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Backward Glances at the Houston Convention

The Houston convention of the National Association of Life Underwriters was distinctly a grand scale affair. Whether the pace can or will be maintained in the future remains to be seen. Texas is a fabulous land and Texans delight in doing things in a big way. O. Sam Cummings of Dallas, the retiring president, has a remarkable capacity for organization and he had devoted the past year to producing a convention that would outstrip anything that has gone before. Due to the fact that there are so many local companies in Texas, the committee was able to raise a fund of \$8,000 for expenses and so finance the most elaborate entertainment feature that has ever been staged at a National association convention.

The use of dramatic effects during the convention sessions, especially at the opening session, created an entirely different atmosphere from that of previous conventions. It created a less intimate and a more theatrical, elaborate effect.

Public Meeting Disappointing

The only disappointment of any consequence during the week was the public meeting that was held on Tuesday evening. This feature was introduced at Denver in 1937 and was decidedly a success. In Houston it was held in the arena of the Sam Houston auditorium, which has a seating capacity of about 15,000. U. S. Senator Connally of Texas was to have been the main speaker, but he did not keep the engagement and Roger B. Hull, managing director of the National association, was substituted at the last moment. The attendance was not more than about 1,000 and the effect was rather dismal. Everyone sympathized with Mr. Hull, who, however, gave no indication that his spirit was dampened and who delivered a masterful address.

Up until the last minute it was feared that the fellowship luncheon on Friday, which was addressed by Assistant Secretary of War Louis A. Johnson would be a flop but the room was comfortably filled. A call was sent out to Great Southern Life and some of the other offices in Houston sent people to the luncheon, so that a good showing could be made.

Successful in Denver

This fellowship luncheon was a feature that was also introduced in Denver and was a huge success there, due to the fact that there were no trains leaving the city until late in the afternoon. In Houston the good trains were departing at noon and early in the afternoon, so most of the conventioners were rushing to make connections. It may be that the experience in Houston will cause the program planners to drop this feature hereafter.

The political activity was never more intense than it was at the Houston convention. Electioneering, trading votes, making deals for a year or two hence, liquidating obligations of past years, etc., provide a lot of fun and interest in the meeting. It gets the conventioners better acquainted, and stimulates attendance. In the main, the contests

are conducted in a friendly spirit although here and there some real bruises are caused, most of which disappear with the passage of time.

The selection of Harry T. Wright, Equitable Society, Chicago, as secretary, was pretty much of a last minute decision. Advance indications were that Lara P. Good, Prudential, San Diego, would be elected. Mr. Wright was elected secretary with the definite understanding that this would lead to the vice-presidency next year and the presidency in 1940. Influential leaders in the association decided that Mr. Wright should follow C. J. Zimmerman of Connecticut Mutual in office even though that would mean that two Chicagoans would be president in successive years. Mr. Zimmerman was elected vice-president at Houston. Balancing the fact that two Chicagoans were elected officers of the association is the fact that only one middle westerner was elected as a new trustee at Houston, he being H. A. Hedges, Equitable Life of Iowa, Kansas City.

Grant Taggart Dark Horse

Grant Taggart, California-Western States Life, Cowley, Wyo., who was elected as a trustee, was pretty much of a dark horse. No public campaign had been conducted in his behalf. The president of the Wyoming Association of Life Underwriters had filed Mr. Taggart's name with the nominating committee and had asked Mr. Taggart whether he would accept the position if he were elected. Mr. Taggart replied that he would accept, but no campaign was conducted and he heard nothing more of the matter until he got to Houston when he found that the nominating committee was going to bring in his name.

The program was uniformly good. All of the convention sessions ran beyond the scheduled hour for adjournment. The Friday morning session, for instance, ran until about 1 p. m. whereas it was to have closed at noon. That caused a delay in starting the fellowship luncheon, until about 1:30.

On Wednesday afternoon the final speaker was Denis B. Maduro, counsel for the New York City Life Underwriters Association and a large part of the audience stayed far beyond the scheduled closing hour to put questions to him. On Thursday afternoon the final speaker was Irvin Bendiner, New York Life, Philadelphia, and again the crowd stayed late to question him. Mr. Bendiner made one of the outstanding hits of the convention.

The Million Dollar Round Table breakfast didn't come to an end until about 7 p. m.

Women Underwriters

The meeting of women underwriters has now become firmly fixed as a convention feature. This year the Quarter Million Dollar Round Table group of women had a dinner meeting on Monday evening and then on Tuesday there was just one session for all of the women, morning and afternoon. At Denver two women's meetings were

(CONTINUED ON LAST PAGE)

Life Office Management Folk Meet in Montreal

Registrations Reach 400 at 4-Day Session—Much Practical Material Given

NEW OFFICERS ELECTED

President—R. A. Taylor, Sun Life. Vice-president—W. P. Barber, Jr., Connecticut Mutual Life.

Directors—R. W. Beeson, Liberty National; S. E. Barry, Northwestern Mutual; J. F. Allen, Home Life; A. J. D. Morgan, Great-West Life; Hill Montague, Life of Virginia; (hold-over) Richard Boissard, National Guardian; H. M. Hone, Girard Life; G. A. Hardwick, Penn Mutual; D. N. Warters, Bankers Life of Iowa; G. W. Skilton, Connecticut General; L. D. Ramsey, Business Men's Assurance; C. M. Taylor, Provident Mutual; H. H. Allen, Mutual Benefit Life.

By RALPH E. RICHMAN

MONTRÉAL—Meeting in Montreal the first four days of this week were the men and women who devise and operate the plans and methods for handling the billions of details of more than 65,000,000 insurance policies. They are members of the Life Office Management Association in its annual conference.

The conference proper began Tuesday morning but about 350 were present Monday to attend the seminar on office machinery and equipment. This was conducted by John A. Mumper, assistant secretary of the association. He read the report of the committee on equipment for George A. Drieu, assistant secretary, Connecticut General, who was absent.

Premium Notices, Receipts

Many took part in the discussion on premium notices and receipts and premium billing procedures led by Floyd S. Zukswert, comptroller Mutual Benefit Life. George Skilton, comptroller Connecticut General, recommended that each company analyze its own experience in these practices for guidance. For example, he said the Connecticut General cut out one premium notice when an analysis disclosed that 15 percent of policyholders paid before the due date and 67 percent in the last seven days of grace. This took place without regard to whether a premium notice was sent out in the period between due date and the last seven days of grace.

Proof in Court

It was the consensus that court proof that premium notices have been sent out cannot be made for individual notices without too great an expense. Reasonable precautions to establish regular company procedure of mailing as complete and efficient is the best that can be done. Most companies do not divide the dividend into parts when it is ap-

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New York Lawyers and Life Association Reach Accord

Declaration of Principles in Relation to Public Drafted by Committees of Organizations

NEW YORK.—Committees representing the New York City Life Underwriters Association and the New York County Lawyers Association have issued declarations of principles affecting agents and lawyers in their relation to the public and to one another. Leon Gilbert Simon, associate general agent Equitable Society, is chairman of the agents' committee.

The two groups are cooperating so that the public may appreciate the fundamental difference in the functions of lawyers and life agents in connection with last wills and personal and private affairs of the insured and his family in connection with the sale and arrangement of life contracts.

Points Made by Lawyers

Among points made by the lawyers' committee statement are: It is improper for life agents to attempt to practice law, directly or indirectly; it is unlawful for anyone to go into the business, for profit or otherwise, of furnishing lawyers and legal advice; it is therefore illegal and improper for life insurance agents, by evasion or indirection, to make it a practice to furnish attorneys who will give legal advice to the agent's clients; any citizen requiring legal advice on these matters should have a lawyer who is in no way obligated or inclined to look upon the proposed contract from any point of view except that of the citizen and the citizen's legal rights.

The life underwriters committee declaration pointed out agents and lawyers are working in related fields and the agents should not attempt to practice law or give legal advise, and in submitting an involved mode of settlement or one which affects a client's prior disposition of property by his last will and testament should suggest that the arrangement be submitted to the client's attorney for approval.

The declaration also states an agent should not recommend attorneys to clients or prospective clients unless requested to do so by the client; also that it is illegal for an attorney and an agent to divide an attorney's fee, and equally illegal in New York and many other states to share the agent's commissions. While conceding that an agent may properly obtain legal advice or a written

Prudential's New Training Course Is Distributed

The Prudential has just installed in the field one of the most elaborate correspondence sales training courses ever prepared by a life insurance company. It was written by Robert E. Wilkins, supervisor of ordinary agencies at the home office, and Roy Whitelaw of New York, field instructor, and was three years in preparation.

It is in loose leaf form, printed on heavy calendered paper, comprising a large volume to which new lessons periodically will be added. It forms a permanent reference work.

Textbook on Fundamentals

The course represents a fine text book on the fundamentals of life insurance and life insurance selling, but also has extensive sections on more advanced life underwriting, estate analysis, programming, federal estate and state inheritance taxes; instruction on how to prepare and present an estate plan, with effective sketches to use in the canvass. In addition throughout the book are fine illustrations that can be used by the agent for visual selling.

Its use is offered only to selected agents recommended by local managers. Before making it available to agents, the Prudential required its ordinary managers, assistant managers and agency assistants to take the complete course, so they would be familiar with it.

Los Angeles Club Gets Cup

LOS ANGELES—The gold cup awarded the Los Angeles Life Managers Club for its outstanding achievements, at the Houston convention of the National Association of Life Underwriters, was formally presented to the club at its meeting this week. General Agent George H. Page of the California-Western States Life made the presentation, President Leon Soper accepting it for the club.

legal opinion from an attorney, the declaration states it is improper conduct to circulate any such legal opinion.

The sharing of legal fees or life insurance commissions was also condemned by the New York County Lawyers Association committee on professional ethics.

J. A. Liebich, 37, general agent of United Fidelity Life of Dallas in San Antonio, was killed by the accidental discharge of his shotgun while hunting rabbits.

Pennsylvanians to Hold Manager-Supervisor Parley

Experts on Costs, Motivation, Salesmanship, to Speak at Hershey Meeting Oct. 21-22

PHILADELPHIA—The Pennsylvania State Association of Life Underwriters will hold its annual managers' and supervisors' congress Oct. 21-22 at the Hotel Hershey, Hershey, Pa. This congress is the only meeting of its kind sponsored by any local or state association. The program follows:

Friday Morning

F. C. Wigginton, chairman

"Your Present Organization. Is It Profitable or Costly," Henry Bossert, Jr., manager agency research department, Provident Mutual.

"Streamlining Minor Agency Costs and Retaining Agency Morale," J. Henry Hooper, general agent Provident Mutual, Baltimore.

"Stimulating the Marginal Producer into Profitable Production," W. H. Andrews, Jr., manager Jefferson Standard Life, Greensboro, N. C.

"Building Agency Morale—Both Individually and Collectively," L. F. Paret, general agent Provident Mutual, Philadelphia.

Afternoon Session

E. H. Schaeffer, chairman

"Stimulating the Average Producer into Profitable Production," Osborne Bethea, general agent Penn Mutual, New York City.

"Today's Big Problem—Motivation," C. J. Zimmerman, general agent Connecticut Mutual, Chicago.

"Building Favorable Public Attitudes for Our Agency Organization," H. J. Johnson, general agent Penn Mutual, Pittsburgh.

Saturday Morning

C. H. Orr, chairman

"Procedure in Teaching Sales Technique," F. J. Stevenson, assistant to the president, Edward A. Woods agency Equitable Society, Pittsburgh.

"Part Manager Plays in Closing Business," A. B. Levy, manager Equitable Society, Philadelphia.

"Part Salesmanship Plays in Modern Life," T. E. McLaughlin, manager "Saturday Evening Post," Philadelphia.

Those attending may register in advance with C. F. Merz, assistant secretary, 1616 Walnut street, Philadelphia. The registration fee is \$5 for supervisors and \$10 for managers and others. The hotel rate, American plan, is \$9 a day for double occupancy and \$10 a day for single rooms.

Hopf Awarded Gold Medal at Management Congress

NEW YORK—Harry A. Hopf, internationally known management engineer, who has acted as consultant to many life companies on management problems, was awarded the gold medal of the International Committee of Scientific Management at the international management congress held in Washington. Mr. Hopf is senior partner of H. A. Hopf & Co., New York City. This is the fifth time the international award has been made and the first time it has been bestowed on an American.

The medal was awarded for distinguished service in the furtherance of scientific management. The citation stated that "in a very real sense Mr. Hopf was one of the pilgrim fathers of the international management movement." Mr. Hopf was also made an honorary member of the executive committee of the International Committee of Scientific Management, which is the central organization.

Mr. Hopf was elected deputy president of the international committee at the previous congress, held in London in 1935, at which time he was chairman of the American delegation to the congress. As deputy president he had the responsibility of planning the 1938 congress, the first to be held in the United States. He was chairman of the organizing committee of the congress and a member of the coordinating committee. Mr. Hopf was a member of the American delegation to the first international management congress at Prague in 1924 and since that time has actively participated in a majority of the management congresses.

Largely because of overwork in connection with preparations for the recent congress, Mr. Hopf became ill before it opened and could not be present at the sessions.

Mr. Hopf has written many papers on the management problems of life companies and has addressed meetings of the Life Office Management Association and the American Life Convention. As a consultant on office management efficiency he had a part in the planning of a number of life company home offices, including the Provident Mutual, Fidelity Mutual, Phoenix Mutual, Jefferson Standard and Pilot.

Dr. John M. Thomas, who recently retired as vice-president of the National Life of Vermont, is back at his first love in occupation. He is acting president of Norwich College at Northfield. He and his family are now living there.

LIFE OFFICE MANAGEMENT MEN AT MEETING



RICHARD BOISSARD, Madison, Wis.
Vice-President National Guardian Life



A. A. RYDGREN, Wilmington, Del.
President Continental American



GORDON A. HARDWICK, Philadelphia
Vice-President Penn Mutual



F. L. ROWLAND, New York City
Executive Secretary L. O. M. A.

Future Trends in Life Insurance Are Pointed Out

Richard Boissard, President, Speaks Before Life Office Management Association

MONTREAL, CANADA—Richard Boissard, vice-president National Guardian Life of Madison, Wis., president of the Life Office Management Association, in his presidential address discussed the present social and economic trends and their possible effect on life insurance. Generally speaking he said that the correlation between business and life insurance sales is very close. When times are good, insurance sales are up and vice versa. A 10 percent increase over the previous year was a normal and expected thing some years ago. When life insurance hit the first \$100,000,000 mark there was no question about the second \$100,000,000,000. The prophecy was there would be \$200,000,000,000 in force at the end of next year. He said that many companies would be very happy to show as much insurance in force at the end of 1939 as they had at the end of 1930.

Improvement in Mortality

President Boissard said there has been an improvement in mortality. This is particularly true at the younger ages but the mortality element in the premium at juvenile ages is not substantial. There has been little or no improvement nor can life insurance look for any substantial future improvement in the age group 50-65 and upward.

In commenting on the interest rate, he said that it is not likely that it can be permanently fixed while the other price elements undergo major changes. Life companies have experienced losses in interest income because of the change in the proportionate distribution of their investments. He predicts there will be a lower guaranteed rate of interest return to policyholders and their beneficiaries for the immediate future, particularly on sums left with the company and under various optional settlement plans.

Investment Losses

Turning to investment losses, he asked why insurance companies had suffered substantial losses of principal from their investments. They have in the past been equity investors. That is, the bulk of their investments were in farm and city mortgages, bonds of railroads, utilities, etc., which were first liens against property. It is the shortage of these desirable forms of investment at present that makes one pessimistic, he said, about the aggregate income yield of a life company in the near future. The ownership problem today, he said, is different from that of earlier decades and that is why there are not enough good first mortgages to go round. Companies must reorient themselves from the dominant creditor position to the near dominant debtor position. Any broadening of rigid policies of investment, he said, from the equity standpoint inevitably brings future principal losses.

Operating Cost

Another element in cost he said is the expense of operating a company. Direct taxes have increased and they are much more apt to be increased still further. Companies are confronted with the social security program, unemployment insurance, and the many fixed taxes on everything that is bought. So far as general expenses are concerned,

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How Separate Investment Theory Looks in London

"The Review" of London in its Sept. 9 edition comments on the "campaign of misrepresentation which has developed in the United States against the life offices." This campaign, the "Review" observes, consists of maintaining that it is more profitable to effect term insurance and make one's cash accumulation for one's self instead of combining the two in a single contract. Because of the way in which the campaign is being conducted, this publication asserts, it is by no means as easy to combat it as might at first have been imagined. It is not easy to find a short and convincing answer to the argument and "it is quite a paying business for some men to go round, upsetting policyholders by representing in this way that companies are not giving fair value on the cash accumulation part of their insurances and taking the commission on the new term policies resulting.

"One short answer," the "Review" points out, "which might be suggested is that the argument credits the individual policyholder, who often has little or no financial experience, with achievements in accumulation which the companies, with all their experience and more favorable position, cannot undertake to accomplish. It is well known, for example, that in six short years British life offices, than whom there are no more careful investors, had to find £27,000,000 to cover the shrinkage in value of their cash accumulation. Where would the 'outside' accumulations of policyholders have gone to under such circumstances? How would they have fared in the slump in values in 1931-32?

"Another way in which to knock the stuffing out of these tinsel and sawdust

ideas would be for companies to cease issuing long term insurances. Why not? The need for such a policy seldom exists.

"One seems to come back to the argument that if the individual is optimistic enough to think he can accumulate money at 3 percent net compound interest over a long period of years after allowing for expenses and depreciation, there is not much hope for him. If companies with their experience can't satisfy him of his mistakes they can either save him from himself by refusing to issue a long term policy or by charging substantial long term rates, turn his folly to profitable accounts for the benefit of those policyholders with greater faith in insurance and less faith in themselves."

Announce 7-League Club Members

The Columbian National Life has announced the charter members of its new "7-League Club," including field men who secured one or more life applications each week of the seven-week club period.

Officers are the members who secured the largest number of applications in the seven weeks. H. J. Doran of the Beardslee agency, New York, is president; William Smason, Lamb agency, Chicago, vice-president, and Vance T. Lamm, Atkins agency, Durham, N. C., secretary.

The leading 7-League agencies—those with the largest number of club charter members—are the Beardslee agency, New York City; Thayer Quinby agency, Boston; E. E. Lamb agency, Chicago; V. H. Chasey agency, Rochester, and Hal Johnson agency, Wichita, Kan.

Robert R. Dearden, Jr.

Able and conscientious service as one of the country's leading insurance journalists for more than fifty years came to an end on Wednesday evening, September 21, when Robert R. Dearden, Jr., President and Editor of the United States Review, surrendered his pen to the Reaper.

Throughout his editorship, full-visioned editorial judgment, enterprise in news gathering and reporting, and loyalty to the highest ethical standards, was the unbroken record of Mr. Dearden's life work. In his own person, as well as through the pages of his journal, he was constructively influential in all the sound developments which time brought. And he was forceful and courageous in combating what he believed to be detrimental to the companies and their millions of policyholders. But these lengthened years were not spent alone in his profession. For Mr. Dearden was sensitive also to the demands of a citizen's duty, and to civic organizations and their enterprises he gave time and advising counsel.

This was a life worthy of high eulogy and valuable for emulation.

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THE PENN MUTUAL LIFE INSURANCE CO.

Wm. H. KINGSLEY, President

Independence Square

PHILADELPHIA

Financing Dearth Is Forcing Cash Balances Upward

Unless Reversed Soon Trend Will Affect Interest Earnings

NEW YORK—So little financing or refunding is going on that life companies are faced with an increasingly acute problem of where to invest their money. This situation applies to public offerings and to private deals under which borrowers sell an entire issue to one or a few investors.

Cash balances are not much above what they were this time last year but the almost total absence of new financing means that they will increase, with a consequent effect on dividends of participating companies and rate levels on non-par carriers unless there is a definite reversal of the present trend. Investment men have no alternative but to increase cash balances or buy securities on which the yield is small. They are not willing to take higher yield investments which involve diminished security.

Private Deal Furor Academic

The present situation makes the hue and cry about private deals somewhat epidemic for the time being. In this connection it should be noted that the complaints of the investment bankers are directed not at the life companies who buy entire issues at private sales but at the concerns which raise money by borrowing in this fashion. Investment banking interests are utilizing the present monopoly investigation and the SEC's known coolness toward private deals to bring the question to a head.

The New York "Times" estimated that 32 percent of all corporate bond financing done the first eight months of this year was through private sales, as against 21½ percent for 1937, 9 percent in 1936, 10½ percent in 1935 and 25 percent in 1934.

Some life company financial men question the basic wisdom of private deals from a long range viewpoint, though admitting the practice has been extremely helpful in supplying a much needed investment channel.

Didn't Take Initiative

They point out that the life companies have never taken the initiative in popularizing the private deal idea but that the corporations who sought financing offered their securities to investors in private sale back in the days when the early investment law passed in 1933 imposed such staggering penalties on corporation executives for possible misstatement that these officials were afraid to offer their securities in the regular public manner.

The life companies were able by this means to get securities in the volume they needed and at a saving that was especially welcome in view of the low level of interest rates. Even those who doubted the wisdom of by-passing the investment bankers had little choice but to participate in the new arrangement or be left out in the cold.

Unreasonable to Refuse

Then, too, it would have seemed quixotic to refuse to buy on this basis merely for the sake of preserving the orthodox investment marketing system. Critics would have been eager to point out that companies were apparently more loyal to investment banker friends than

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Public Relations Work Is Task for All Departments

Secretary Brock of Great-West Tells L.O.M.A. Views on Building Good Will

Life insurance company executives appear to have been less aware of the importance of active public relations work than leaders in industrial business, or at any rate have been on the whole less vocal in this direction, Eustace A. Brock, secretary Great-West Life, declared in a talk on the public relations of life companies at the Montreal meeting of the Life Office Management Association this week.

One reason for the lack of real public relations work by the institution generally, he said, probably is that it has a record of performance and for the last 25 years has been an unshakable rock of strength.

"It is not sufficient for our institution merely to be right," Mr. Brock pointed out. "We must make it manifest to all that it is right."

He emphasized that greatly needed as is life insurance protection today, it is

necessary to have agents to meet the public and persuade them to buy. Therefore he asked if it is any wonder that life insurance is not fully understood. There is much room, he said, for simplifying the nomenclature. There is too much talk of dividends, reserves, gain and loss exhibits, premiums, etc.

"Too many of us sit smugly complacent in our places, content in the consciousness of our integrity and value of our services to the people," Mr. Brock said. "We know this integrity and this value, but the people don't. We have a story to tell, but we don't tell it. The public is entitled to know all about our business. It practically owns our institution; we are all employees of our policyholders."

Policyholders Are Owners

"We should identify in the public mind our companies with our policyholders. If we could get it into the heads of all owners of life insurance policies, and all our legislators, that the beneficial ownership of the companies is actually vested in the policyholders and not in the corporate entity which represents them, we should be less plagued with ill-advised legislation and unfair criticism."

"It is especially evident that the public needs enlightenment about our business when the very people (the policy-

holders themselves) upon whom the burden of life insurance taxation or depreciation of life insurance assets falls, will cheer for the demagogue who proposes to increase those taxes or to reduce those assets."

Mr. Brock said it is also inexcusable for life company leaders not to be attacking with all vigor some weaknesses manifest to those in the business. He said these weaknesses are not so serious in effect on service and cost of life insurance as many people believe, but so long as many people believe the companies are not acting vigorously to root out known weaknesses, those in the business are in as bad repute as if the problems were really serious.

Duty of All Departments

Responsibility must be placed upon some one to see to it that the institution develops and maintains friendly contact with policyholders, trade journal and newspaper editors, other companies and organizations, community welfare movements; that complaints and adjustments are dealt with sympathetically, claims and maturities settled properly and all other details of the business which reach and affect the policyholders and public handled satisfactorily. All departments of the institution should be educated and encouraged to recognize the public relations aspects in their work and to avoid or adjust causes of dissatisfaction or misunderstanding.

Seaboard Life Holds Annual Convention in Houston

SAN ANTONIO—Seaboard Life held its annual convention in conjunction with the National Association of Life Underwriters meeting in Houston. Seventy-five members of the Commodore Club and their wives gathered for the opening session at which Davis Faulkner, vice-president and agency director, presided. The address of welcome was given by Col. J. W. Evans, vice-president U. S. Chamber of Commerce and director and executive committee man of the Seaboard Life. A response on behalf of the field force was made by District Manager I. P. Russell of Nacogdoches, oldest representative of the company in point of service.

President Burke Baker spoke on "The State of the Seaboard" at the opening session, followed by Associate Medical Director Dr. Ghent Graves, "The Problems of the Associate Medical Director," and R. A. Hittson, general agent Massachusetts Mutual Life, Tulsa, Okla.

Women's Entertainment

Women were guests of Mrs. Burke Baker, which was followed by a garden tour. At the annual banquet the Outstanding Agent's Cup was presented to Ralph Dorsett of Austin. Members of the President's Cabinet, highest honor group, were introduced.

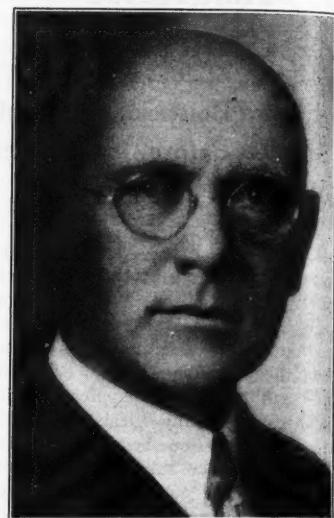
The banquet speaker was E. B. Smyth, president, Fidelity Union Life.

The business session, second day, was presided over by Mr. Dorsett, being a panel discussion on quality business, conducted by the members of the President's Cabinet. All home office employees and those at the convention were guests of the company for a trip down the Houston Ship Channel, with dinner and dancing at famous San Jacinto Inn. Guests on this occasion included Arthur Coburn, vice-president Southwestern Life; S. J. Hay, president Great National Life; F. H. McGonagill, vice-president, and S. H. Weatherford, secretary, State Reserve Life; Mr. Smyth, and B. N. Woodson, Life Insurance Sales Bureau.

New Edition of Tax Manual

The 1938 Edition of "Taxation Affecting Life Insurance" has now been published by Prentice-Hall, Inc., 70 Fifth Avenue, New York City. The price is \$1. This is a treatise of 176 pages with special reference to the federal income, gift and estate tax laws and to the inheritance and estate tax laws of the various states.

Canadian Presides



EDWARD E. REID, London, Ont.
Managing Director London Life

E. E. Reid, managing director of the London Life of London, Can., presided this week over one of the sessions of the Life Office Management Association holding its annual meeting in Montreal.

Changes To Old Line Plan

Pure Protection Life of Cleveland Re-organizes Under Name of Great Lakes Life

COLUMBUS, O.—The Pure Protection Life Association of Cleveland, an assessment life company, is being converted into an old line legal reserve mutual life company, to be known as the Great Lakes Life. Final action is to be taken at a meeting in Cleveland this week.

The Pure Protection was the storm center of a great battle in Ohio a few years ago between the assessment and legal reserve systems. Representatives of old line companies brought charges against agents of the Pure Protection and secured the revocation of their licenses on the ground that their representations of old line policies were not true.

Reserves, But Not Cash Values

The law under which the company was organized in 1912 did not require cash surrender or loan values, although the Pure Protection under that law was required to maintain American Experience 4 percent preliminary term reserves, owing to the pledge to do so under its by-laws and its policies. In 1925 the laws of Ohio covering mutual assessment companies were amended so as to require the American Experience table reserve under all policies. In 1930 the reserve basis was changed to 3½ percent for all new business.

Assets of the company at the beginning of this year were \$1,009,811, policy reserves \$903,491, and net surplus \$42,456. Receipts from members in 1937 were \$151,440 and total receipts \$207,703. Benefits paid were \$61,375 and total disbursements \$124,827.

A ruling by the Ohio attorney-general in 1933 held that the association had the right to issue non-assessable policies, and its contracts have not contained the assessment clause.

Harrington Calls Conference

BOSTON—Commissioner Harrington of Massachusetts has issued a call to life companies operating in Massachusetts to send representatives to a general conference to be held in Boston on Nov. 11 for a discussion of problems affecting the life companies.

Retirement Income with Protection As-You-Go

THE STATE LIFE of Indiana offers a wide range of policies to provide retirement incomes. . . . Endowment policies maturing at various ages, in two to twenty years, and at five-year intervals afford individualized service. . . . Comprehensive Installment Options and suitable supplementary agreements enable the State Life Representative to serve the exact needs of his clients. . . . State Life issues up-to-date policies from ages one day to sixty-five years. Many of these policies can be merged finally into a Retirement Income plan. . . . State Life offers agency opportunities for those qualified.

THE STATE LIFE INSURANCE COMPANY

Indianapolis
Indiana

AN OLD-LINE MUTUAL COMPANY FOUNDED 1894

Great American Life of Texas Holds Agency Rally

Enthusiastic Party of 96 Divides Time Between Houston and Galveston

The agency convention of Great American Life of San Antonio, which in its first stage was dovetailed with the meeting of the National Association of Life Underwriters in Houston, ended with a two-day outing over the week end in Galveston. On Saturday the



CHARLES E. BECKER

party enjoyed a boat trip around Galveston harbor. That evening there was a night club party in Galveston and then on Sunday morning there was a final get-together breakfast.

Great American Life had the largest representation of any company at the Houston convention, with 96 registered. At the final breakfast session, the agents presented to Vice-president W. L. Dugger a wrist watch and an appropriate gift to Mrs. Dugger, as a token of the esteem in which the head of the agency department is held. The presentation was made by K. L. Riggs of Lubbock, who is manager of the company's largest agency.

M. D. Dugger Honored

At a previous get-together, M. D. Dugger, Jr., Houston general agent and brother of Vice-president Dugger, was presented with a love seat by the company. This was in recognition of the fact that he has led the company every year since it was started. For the past 12 years he has produced an application a week with no time off for vacation or Christmas.

At the same time wrist watches were presented to 12 agents who have been app-a-week producers for the past year. These presentations were made by Vice-president Dugger.

Announcement was made of a production contest to be conducted during October and November, the latter being President C. E. Becker's birthday month. Honor quotas were set by the convention delegates. Each agent indicated what he thought his quota should be, the minimum being the amount of his production for the same period last year. According to the quota selected, the agents were placed in certain brackets, making them eligible for a variety of prizes.

New House Organ

Announcement was also made that in October the company house organ will be expanded, revised and made more attractive. It is to be entitled, "Forward." It will be issued semi-monthly and will be devoted exclusively to sales material. On the front page of each

issue will be a picture of the outstanding producer for the preceding 15 days. Blair McPhail, advertising manager, is the editor.

Production of Great American Life is ahead 18 percent for the first eight months of this year. Insurance in force is about \$31,500,000.

Tentatively, Manitou, Colo., has been selected as the 1939 convention place. The leaders who qualify will be entitled to a two weeks' vacation in Manitou.

Several officials from the head office were on hand during the Houston part of the convention, they being President Becker, W. L. Dugger, Mr. McPhail; R. H. Brand, executive vice-president E. I. Lee, vice-president; J. V. Whaley, assistant sales manager; H. L. Bridgman, home office general agent. Several other officials participated in the Galveston outing, they being: W. J. Hiller, sec-

retary and actuary; G. F. Fellay, treasurer; Dr. Frederick Fink, medical director, and B. G. Harrison, vice-president.

President Becker believes that wives of agents can exert a strong influence upon their husband's insurance production if they are given an insight into the business and he, therefore, seeks to have as many wives as possible accompany their husbands to the convention. About 70 percent of the delegates did have their wives with them at Houston and Galveston. Mrs. Becker is always on hand for these gatherings and exerts a real influence in the organization.

Great American Life has at the head office and in the field an ambitious, aggressive group of young men that is making an impression.

Among the special agents at Galveston were J. B. Mills, formerly vice-president of American National of Galveston, who is now in the investment

business at Dallas, and Hugh Farrell of the Texas department.

G. Archie Helland, San Antonio general agent, Connecticut Mutual Life Insurance Company, was host to a number of representatives of his company on a fishing trip to Port Aransas, Tex., immediately following the Houston convention. The party included F. O. Lyter, assistant superintendent of agencies; Robert Carter, Oklahoma City general agent; O. Lynn Smith and Paul Kaul, Wichita, Kan., general agents; Claude Jones, Indianapolis general agent; and L. D. Fowler, Cincinnati general agent. A good catch of tarpon, pike, mackerel and trout was reported.

E. T. Hertzinger, LaGrande, Ore., has completed more than a quarter century of service with the Oregon Mutual Life. He is the company's oldest agent on the active list and a veteran member of its Millionaires Club.

EARS to LEND

JADED by dull repetition, few people hear all that goes on around them. The busy man closes his ears to the average sales presentation. He is as indifferent to it as to the sound of his own breathing or the tick of his watch.

But bring him a new idea—an out of the ordinary thought—and he has ears to lend. It's as simple as all that.

Keeping on tap a constant stream of new ideas—new angles of approach—isn't a simple matter, though. But the John Hancock believes it is worth the effort—and keeps its agents supplied with tested sales sentences, which help get the interview.

Prospects "lend their ears" to the trained John Hancock representative because he brings them something in exchange for an interview—a new idea—a new approach—which commands attention.

John Hancock
MUTUAL
LIFE INSURANCE COMPANY
OF BOSTON, MASSACHUSETTS

Guy W. Cox, President

**92 YEARS of
DEPENDABLE PERFORMANCE**

Three POWERFUL PARAGRAPHS

. . . the Company, as Insurer, shall pay said proceeds to itself as Trustee, with the right to mingle the whole or any part of such trust fund with its general corporate funds . . .

The Company will pay interest earnings thereon monthly from the date of such maturity at such rate as shall from time to time be determined and thereto apportioned by the Company but at a rate not less than 3% per annum . . .

No beneficiary named herein shall have any right to assign or anticipate by alienation or commutation the payments under said trust or his or her right or interest in said fund and neither said fund nor any payments or benefits accruing therefrom shall be subject to claims of creditors of such beneficiary . . .



These powerful paragraphs are taken from The Connecticut Mutual Trust Agreement. Connecticut Mutual men find this trust privilege which is theirs a truly powerful sales tool. It enables them to provide complete protection for beneficiaries, as well as policyholders.

CONNECTICUT MUTUAL
LIFE INSURANCE COMPANY • HARTFORD

Management Responsibility in Building Morale

T. G. Woolford Gives Some Suggestions for Developing Harmonious Organization

MONTREAL, CAN.—T. G. Woolford of the Retail Credit Company of Atlanta, speaking before the Life Office Management Association here on "Management Responsibility in Building and Maintaining Office Morale," held that the management of any organization should make a sincere effort to have all the people understand its scope and objectives, its place, necessity and dignity in the business world. As far as possible, he said, a worker should be made to feel that he is a permanent and real part of the organization. Good morale, he said, is mostly built in times of smooth sailing. Times of stress and reverse furnish the proof, the test. The employee, he asserted, has a certain type of proprietary interest in his job. The atmosphere of fair play, the speaker contended, should permeate the spirit of good morale, building and maintenance. The less regimentation that an organization has and still maintains a conscientious and effective working attitude, the better it is for morale.

Obligations of Management

Mr. Woolford asserted that fair compensation is a thing expected but there are other things which have equal or more weight. An organization owes its people the obligation to teach them about business so that they can progress. Management should seriously consider its responsibility to the clerical workers, he said. Little unexpected attentions to employees individually and as

a group may do more to inspire loyalty and enthusiasm than some of the bigger programs of employee benefits, in his opinion. Hand in hand with criticism and correction of errors should go credit or appreciation for work well done.

Mr. Woolford believes that one great source of morale building is the encouragement of suggestions from all the people of every rank in the organization, a feeling of freedom that they can make their thoughts known and adopted if they are worth while.

The management, he said, should create in the minds and hearts of supervisory people the proper atmosphere so that kindness and consideration might be manifested down the line.

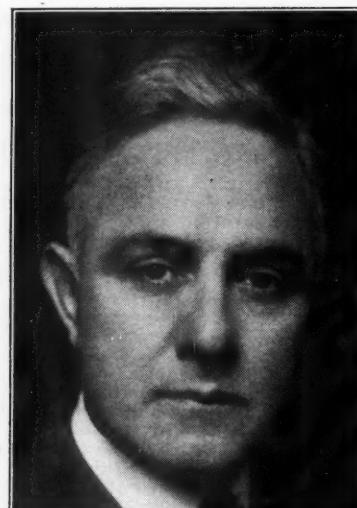
In speaking of selection of employees Mr. Woolford declared that time should be taken to consider seriously the applicants and they should be drawn out to reveal their capacity. Employees like to feel that they have a chance and opportunity. The promoting within the ranks offers definite incentives to the individuals. Morale building, he declared, must start at the top and he said, "Surely no one in the management group would say that it should come from the bottom."

John Hancock Names Three to Succeed Paul F. Clark

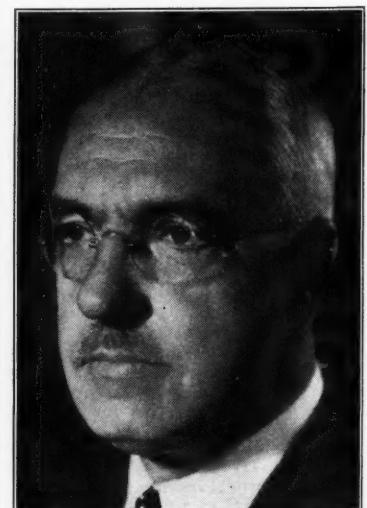
BOSTON—Frank T. Bobst, Charles B. Johnson and Clarence W. Wyatt have been appointed general agents of the John Hancock Mutual Life to succeed Paul F. Clark, who retired from the agency field to become vice-president.

Corinne V. Loomis, manager of the women's department, and Clifford V. Strout, manager of the brokerage department, are appointed associate general agents. All appointees have been members of the Paul F. Clark agency.

Speak at A. L. C. Annual Meeting



HORACE RUSSELL



ALLAN M. POPE

Condition of the bond market and mortgages, and trend of the immediate future, will be commented on at the annual meeting of the Financial Section of the American Life Convention in the Edgewater Beach Hotel, Chicago, Oct. 12 by Allan M. Pope, president First Boston Corporation, New York, and Horace Russell, general counsel United States Building & Loan League, Chicago. Mr. Pope will speak on the bond market and Mr. Russell on mortgages.

Mr. Pope, an investment banker for many years, was connected with First National Corporation, Boston, 1920-1929, in various capacities up to president. He was governor, and in 1931 and 1932 president of the Investment Bankers Association of America; executive chairman, and 1933-1935 president Pan-American

Society. Mr. Pope, after experience in the Philippines, and as a cavalry commander in the regular army, served as lieutenant-colonel on the general staff overseas during the world war, and was appointed secretary to the army general staff in Washington upon return to the United States.

Mr. Russell from 1932 until early this year was general counsel, Federal Home Loan Board and Home Owners Loan Corporation in Washington. For many years he has been active in the mortgage field, being past president Georgia Building & Loan League and attorney and director First Federal Savings & Loan Association, Atlanta. Since 1923 he has been a member of the law firm of Jones, Fuller, Russell & Clapp of Atlanta.

Western & Southern Life Holds Chicago Regional

President Williams at Golden Jubilee Celebration — Tells of Desire for More Ordinary

The aim of the Western & Southern Life is to have two-thirds ordinary in force and one-third industrial, according to President Charles F. Williams, who addressed nearly 300 agents, managers and superintendents at a regional conference in Chicago. Having recently concluded similar gatherings in Cincinnati and Pittsburgh as part of the company's golden jubilee celebration, additional conferences are to be held in Cleveland, St. Louis, Indianapolis, Detroit and Columbus.

Delegates not only included those from the Chicago district, but Gary, South Bend and Hammond, Ind.; Rockford, Joliet and a number of Illinois cities. Following a morning business session, all were guests of the company at a dinner-dance in the evening. Mr. Williams was accompanied by his three sons, Charles M., vice-president; William J., who is connected with the agency department, and James R., who has gone with the company only recently. J. H. Doyle, advertising and publicity manager; W. C. Safford, former Ohio superintendent, 1927-28, head of the public relations department, and A. O. Payton, agency superintendent, division B, also represented the home office.

Urged Attention to Industrial

Mr. Williams urged agents not only to devote more attention to the writing of ordinary business but maintain good industrial production as well, combining the two in a more or less balanced manner. Although much credit is due the industrial agent for performing a valuable service in the American scheme of life insurance, he said it was becoming necessary for the producer to get into ordinary writing. He referred to certain agitation which had been going on, particularly in New York, which might eventually make sweeping changes in practices. Although attacks made on industrial insurance are unjustified he declared, the company found its best interests could be served in developing a more normal proportion between the two plans, that is, two-thirds ordinary and one-third industrial. The first industrial issue was May 7, 1888, and the first ordinary issue Nov. 25, 1901. The company is one of the leaders in the industrial field outside of New York state and also has developed a very large ordinary business. There is about \$300,000,000 ordinary in force at the present time.

Cites Ordinary Increase

Ordinary business written by the Western & Southern the first seven months was about \$26,000,000, an increase of 25 percent, according to Mr. Williams. Industrial written amounts to approximately \$80,000,000, or about even with that written the same period of 1937. August sales were the best for any month this year, he said, showing a gain of 35 percent over August, 1937, and September business, so far, indicated a gain that will exceed that of August. Insurance in force at the end of August was approximately \$873,000,000, which compares with \$868,874,515, at the end of 1937. The company operates in eight states.

In giving increased attention to ordinary writing, Mr. Williams pointed out that new educational plans were being introduced along these lines, with particular emphasis in the direction of agents, managers, and superintendents studying for the C.L.U. designation. He said that the company was so convinced that ordinary business must form a major part of its operation that it would not limit itself in expenditures to obtain it. Mr. Williams urged those at

the session to study more thoroughly the principles underlying good salesmanship and devote time to reading insurance journals.

C. M. Cartwright, managing editor of THE NATIONAL UNDERWRITER, spoke briefly.

Pension Plan Is Discussed

Mr. Williams, who has devoted much of his time to problems of field and home office employes, discussed the pension plan established last year for the company's 3,800 employes. Under this plan the company pays 60 percent of the cost of the various pensions, employes 40 percent.

New appointments announced at the meeting by Mr. Williams were: Frank Laraia, formerly superintendent Chicago west, to manager at Lakeview, Ill.; Martin Voise, manager at Lakeview to manage Chicago west, and William Burns, manager Chicago west, to superintendent of agencies, division D.

C. H. Munsell, Monarch Life Official, Is Storm Victim

Charles H. Munsell, vice-president of the Monarch Life of Springfield, Mass., was one of the victims of the New England storm. Mr. Munsell was driving from his office in Springfield to his home in Longmeadow, a suburb, Wednesday night when his car went off the slippery road and struck a tree. Mr. Munsell was fatally injured and died without regaining consciousness. He was a graduate of Harvard and had been connected with the company, founded by his father, S. W. Munsell, since graduation from college.

C. H. Munsell had been especially active in organization work, having served as chairman of the educational committee of the Health & Accident Underwriters Conference and a member of the general committee in charge of Accident & Health Insurance Week.

Mr. Munsell was in charge of all details incident to the building and opening of the new home of Monarch Life, dedicated just a few weeks ago.

NEWS OF WEEK

R. A. Taylor, Sun Life, elected president of Life Office Management Association. **Page 1**

Storm forces Hartford home offices to curtail operations. **Page 1**

President Richard Boissard of the Life Office Management Association makes outstanding address at the annual meeting in Montreal. **Page 3**

T. Guy Woolford of the Retail Credit Company speaks at Montreal meeting of the Life Office Management Association. **Page 6**

President Williams of Western & Southern Life tells of company's desire to increase ordinary writing at Chicago regional. **Page 7**

Dearth of financing sending cash balances up. **Page 3**

Pennsylvania manager-supervisor congress to be held at Hershey Oct. 21-22. **Page 2**

All divisions of life insurance business share responsibility for improving public relations, Secretary Brock of Great-West tells L. O. M. A. **Page 4**

Governmental tax exemption is issue demanding prompt solution, President Parkinson of Equitable Society declares in New York talk. **Page 9**

Declaration of Principles in relations with public formulated by committees of New York lawyers and life agents organizations. **Page 2**

John A. Stevenson emphasizes importance of knowledge of business and its proper use, in address before New York City Association of Life Underwriters. **Page 8**

R. R. Dearden, Jr., president and editor "United States Review" of Philadelphia, died of a heart attack at his home. **Page 22**

Republic National of Dallas reinsurance the business and assets of Western American Life of New Mexico. **Page 20**

EXIT -- THE \$1,000 BUYER

THE SALARY CONTINUANCE PLAN *Raises the Sights of the Lower Income Prospects*

By focussing the prospect's attention on the income settlement features of the Salary Continuance Plan, LNL men many times close sales without featuring the amount of life insurance involved. The appeal of an income for your family if you die, or an income for yourself if you live, enables LNL men to sell \$2,590 of life insurance to prospects who "couldn't possibly buy more than \$1,000" —and this business stays on the books. A complete Salary Continuance Plan sales kit explains the plan.

THE LINCOLN NATIONAL LIFE INSURANCE COMPANY
FORT WAYNE, IND.
ITS NAME INDICATES ITS CHARACTER

Knowledge About Business Essential, Must Be Used

John A. Stevenson, Penn Mutual, Emphasizes Point in New York City Address

NEW YORK—Citing figures on the increased amount of life insurance per capita and the greater percentage of national income going into life insurance premiums, J. A. Stevenson, executive vice-president Penn Mutual Life, speaking at the opening session of the New York City Life Underwriters Association's educational course, said that "when we see figures like these I don't think we need worry about pot shots taken at our business from self-appointed critics, while I admit they can be most annoying in the individual case."

"What I think we do need to worry about," he continued, "is to see that we know enough about the situation to be able to set our policyholders on the right track when they have been led astray by inaccurate statements or misleading attacks. I don't think it would hurt any of us to review some of our early textbooks on life insurance right now just to make sure that our knowledge of fundamentals is sound."

Opinion on C. L. U. Favorable

"In speaking at the C. L. U. banquet last week, I made the statement that if the American Institute of Public Opinion took a poll among C. L. U. clients as to their opinion concerning the life insurance business, I'd be willing to wager that those with a favorable attitude would approximate 100 percent. I'd make this wager, not because of any prestige that might come from the C. L. U. designation but because I agree with President Hutchins of the University of Chicago that the people

of this country can think seriously about serious things and if the underwriter can present the facts he won't find many cases where a client will not be convinced by the true picture.

"This statement, therefore, includes not merely Chartered Life Underwriters but all you intelligent underwriters who are equipped for and able to do a distinguished job of selling. But I needn't tell you that all the intellectual equipment in the world will have very little effect, as far as public opinion is concerned, unless this equipment is used. "Knowledge, as I have said before, is no substitute for action. It is no substitute for a sincere interest in solving people's insurance problems in the best possible way. But when we add knowledge to action or knowledge to interest in people's problems, this addition, in the individual case, is pretty sure to equal profits. Moreover, if we multiply the individual case by thousands of underwriters equipped for distinguished life insurance service, the result is pretty sure to equal some very favorable public opinion."

The next lecture will be Oct. 3. The committee has extended the enrollment deadline until that date.

Clark Agency's Meeting

Business of the J. M. Clark agency of the John Hancock Mutual Life at Peoria, Ill., during the period since he took over, was more than double the volume of the corresponding period of 1937, it was reported at a meeting of 36 agents who represent the Clark agency in 38 counties in central, eastern and northeastern Illinois. The sales session was the first Mr. Clark has held for his agents since he went from Chicago to take over the agency last April.

William Fowler, Boston, assistant manager of the home office general agency department, explained the company's new policy which features a family income contract plus an annuity for the family head when he reaches age 65.

New National Trustee



GRANT TAGGART

Grant Taggart, the phenomenal million dollar producer for California-Western States Life in Cowley, Wyo., was elected as one of the six new trustees of the National Association of Life Underwriters at the Houston convention.

Postpone Metropolitan Case

NEW YORK—The hearing before the appellate division of the Metropolitan Life's appeal from Supreme Court Justice Steuer's ruling that the company must bargain collectively in the New York City area with the C. I. O. Industrial Agents' Union has been postponed to Oct. 11. It was scheduled for Sept. 28.

Several Additions Made to A. L. C. Chicago Program

Robert Henry, vice-president Association of American Railroads, Washington, and J. F. Owens, president Oklahoma Gas & Electric Company, Oklahoma City, are additions to the financial section program Oct. 11 during the annual meeting in Chicago Oct. 10-13 of the American Life Convention. Mr. Owens will speak in the morning on "Some Current Problems of the Electric Utility Industry." Mr. Henry appears on the afternoon program with a talk on "Railroad Responsibilities."

Roy A. Roberts, managing editor Kansas City "Star," will speak on "Where Are We Going?" in the general session Wednesday morning.

The Chicago program was prepared by the program committee in cooperation with chairmen and other officers of the various sections. The program committee is composed of W. T. Grant, president Business Men's Assurance, who is expected to be elected A. L. C. president at Chicago; L. J. Dougherty, Davenport, Iowa, vice-president Occidental Life of Los Angeles, and Gerard S. Nollen, president Bankers Life of Iowa, the latter two being past presidents.

Court O.K.'s Postal Union Deal with Great Republic

LOS ANGELES—Superior Judge Shinn has approved the reinsurance agreement whereby Postal Union Life takes over Great Republic Life.

Charles Maar to Retire

Charles Maar, for 31 years connected with the New York insurance department at Albany and head of the statistics division since 1923, will retire Oct. 1.

"PROTECTING THE AMERICAN HOME"



In mowing, a good man was known by the clean path he left behind him. Many a man today can thank the lessons in character and perseverance he learned as a boy on a farm.

What a Young Man Should Know

The world of business is always on the lookout for young men who have learned early to "leave a clean path behind them" in everything they undertake. Many young men have found that in the world of business the career of life insurance salesman offers generous returns and genuine satisfaction. The National Life Insurance company is proud of the large number of young men within its agency force—young men of character and perseverance who are worthy representatives of this fine old New England company.

**NATIONAL LIFE
INSURANCE COMPANY
Home Office—VERMONT
Montpelier,**

A Mutual Company, founded in 1850,
"as solid as the granite hills of Vermont"

September 30, 1938

Tax Exempt Issue Demands Solution, Parkinson Says

Equitable Society President Finds Privilege Accountable in Part for Low Yield

Tax exemption of government is an issue that has come to a head with the recent decision of the supreme court in the Port Authority case, President T. I. Parkinson of the Equitable Society declared in a talk before the New York Financial Advertisers Association this week.

The decision is of vital interest to life company officials charged with the responsibility of investing funds, he said. In it the court hints at a conclusion which would open up to federal taxation the whole field of state interest and salaries, and might involve federal taxation of back salaries as well as future interest on outstanding bonds, Mr. Parkinson said.

Notes Reciprocal Right

Inter-governmental immunity from tax on bond interest and salaries of each other originally was founded on the constitutional separation of state from federal government with the idea that if either government should tax the other it would have the power to destroy the other. If the question of federal tax on state and local interest and salaries is opened up, there is involved a reciprocal right of the states to tax federal interest and salaries.

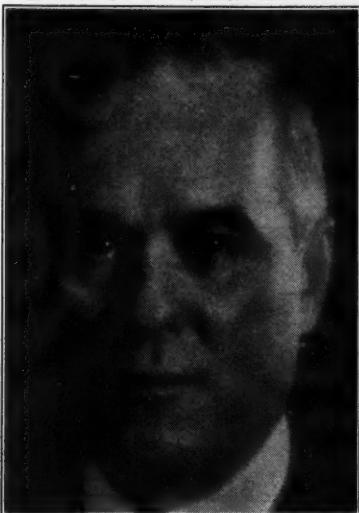
Mr. Parkinson reported that a study by the Treasury department showed gross volume of tax exempt securities, including those held by government agencies on June 30, 1937, was \$65,648,000,000. In the six year period, 1931-1937, the total of federal securities wholly or partially exempted rose from \$16,000,000,000 to \$35,000,000,000, and in the same period there was practically no increase in volume of tax exempt state and local securities.

Finds Administration Inconsistent

An interpretation of these figures well might be, Mr. Parkinson commented, that notwithstanding the Treasury's call for a constitutional amendment and the present administration's approval and insistence on Congressional action to end tax exemptions, the Treasury's financing in the present administration has been largely on the basis of tax exemption.

Low yields obtained by the Treasury in the last few years have been aided by tax exemptions, Mr. Parkinson said. The Treasury has been giving away in taxes what it has saved in coupon yield to bond buyers. But in addition the Treasury's low yield has given an appearance of cheap money which con-

New Secretary of the National Association



HARRY T. WRIGHT

Harry T. Wright, Equitable Society, Chicago, is the new secretary of the National Association of Life Underwriters, and is slated by those steering affairs, to be elected vice-president in 1939 and president in 1940. He is one of the best known, popular and successful men in the field in the country.

tributed to the expectation of unreasonably low yield by corporate buyers.

"We have never sought unreasonably high yields," he said. "We cannot live on unreasonably low yields, and we do not believe that a government policy based on tax exemption which contributes to unreasonably low yields will bring any real public benefit."

Raises Another Question

Another important question arising, he said, is the effect on outstanding tax exemptions, whether they remain so. "We cannot escape the fear that if Congress puts a tax on state and local issues which are not increasing in volume it will not refrain from applying this tax to outstanding issues," he said. He asked if it is any wonder that in such an atmosphere long term bonds selling at high premiums because of tax exemptions are a matter of concern to investors. If they are to remain tax exempt they should enjoy high value which comes from scarcity, but if they are not to remain tax exempt they cannot justify these high values. Mr. Parkinson believes there is a chance for government to take the initiative and solve the problem by amending the constitution.

Twenty Year Man

Twenty is just an ordinary number to most people, but is something more to Frank H. Franzlau of Peoria, Ill. On Sept. 18 he celebrated his 20th anniversary as a representative of the Indianapolis Life. He secured 20 applications representing insurance on 20 different people and sent the entire package with his personal greetings to Edward B. Raub, president. Mr. Franzlau is 71 years of age, but is still very aggressive—as his record indicates. He says he expects the fall months of 1938 to be among the best months in his 20 years in business.



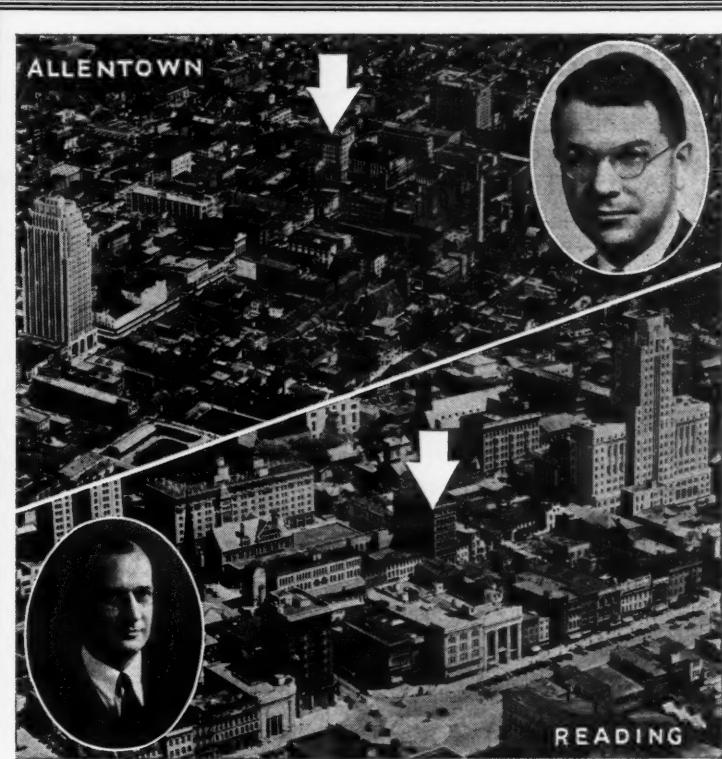
F. H. FRANZLAU

INSURANCE STOCKS

H. W. Cornelius of Bacon, Whipple & Co., 135 South La Salle street, Chicago, gives the following stock quotations for life companies as of Sept. 27:

	Par	Div.*	Bid	Asked
Aetna Life	10	1.25	20	22
Alliance Life	175	1 1/2
Central, Ill.	10	...	9	12
Cent. States Life	5	...	2 1/2	3 1/2
Columb. Nat. L.	100	...	60	70
Conn. General	10	.80	21	23
Contl. Assurance	10	2.00	35	37
Federal Life	10	...	4 1/4	5 3/4
Great Northn. L.	10	...	3	5
Great Southn. L.	10	1.30	20	23
Kan. City Life	100	16.00	345	375
Life & Cas.	3	.50	9	11
Lincoln Natl.	10	1.20	23	25
New World Life	10	.40	5	6
No. Amer. Life	2	...	2	3
N. W. National	5	.30	12 1/2	13 3/4
Ohio National	10	1.25	24	26
Old Line Life	10	.60	10	12
Sun Life, Can.	100	15.00	425	450
Travelers	100	16.00	408	416
Union Cen. Life	20	1.20	25	—
Wis. National	10	1.00	15	16

*Includes extras.



IN EASTERN PENNSYLVANIA

Mention Allentown, Reading, Scranton, Wilkes-Barre, Lancaster and Easton—and the average man pictures pleasant little Pennsylvania towns nestling in verdant valleys against a backdrop of green-crowned mountains. He does not think of them, surely, as an outstanding market for millions in life insurance sales.

Yet Eastern Pennsylvania for many years has been a leading territory for Provident Mutual under the direction of General Agent Willard K. Wise. When he became Vice President in Charge of Agencies, his mantle fell on two of his most successful men, Charles S. Peck and John H. Hartzell, Jr. Mr. Peck took charge of the northern part of the territory with headquarters in Allentown. Mr. Hartzell took the southern part, with headquarters in Reading.

Peck and Hartzell have done a splendid job. By using the Wise "Ten-a-Month" plan and by hammering away at a yearly goal of at least \$100,000 for every whole time producer they have not only kept pace with performance of past years, but last year actually surpassed every year since 1932.

Time marches on in Eastern Pennsylvania for Provident Mutual!

PROVIDENT MUTUAL

LIFE INSURANCE COMPANY OF PHILADELPHIA

Pennsylvania • Founded 1865

INSPIRING FACTS

The History of Life Insurance abounds with INSPIRING FACTS. The record of service to policyholders and the American public is a praiseworthy record.

Among the Inspiring Records in Life Insurance stands the THIRD OF A CENTURY of service and achievement of the Indianapolis Life Insurance Company.

Pledged "To Keep QUALITY, SERVICE and SAFETY FIRST," the Company has progressed steadily, soundly, through the years—a QUALITY, Legal Reserve, Mutual Company.

Life Insurance in Force Exceeds \$107,000,000.00

(The largest company organized as a Legal Reserve, Mutual Company since 1905.)

Complete life insurance service for ages 0 to 65. Specialized sales plans.

Excellent Agency Opportunities in Indiana, Texas, Illinois, Ohio, Michigan, Iowa, California and Minnesota.

INDIANAPOLIS LIFE INSURANCE COMPANY

Indianapolis, Indiana

EDWARD B. RAUB, President

A. H. KAHLER, Supt. of Agents



Protective

FOR the first six months of 1938, compared to the first six months of 1937, Protective Life's ordinary sales (in addition to group insurance) were 13.6% above the average for the country as a whole.

Protective Life's assets have, during the first six months of 1938, increased over twice as much as during the first six months of 1937.



Exceeds Million Mark in Eight Months' Work



JOHN MORRELL

John Morrell of the Sam Lustgarten agency, Equitable Society, in Chicago, led all the company's agents in paid business for the first eight months this year with \$1,196,625. He paid for 42 cases, thus his average policy for the period was about \$28,500. The premium total was \$40,399.

This is Mr. Morrell's 15th year in the business and his 12th as a million dollar producer. On a number of occasions in the past he has led the Equitable's entire field force in a year's production.

Mr. Morrell graduated from the University of Illinois in civil and construction engineering, was a "boy orator" for Governor Lowden of Illinois, touring the state stumping in a political campaign. He sold advertisements for McGraw-Hill and later became editor of the "Grain Dealers Journal."

Successful as Part-Timer

He went with the Lustgarten agency at the age of 29 on a part-time basis, paying for \$138,000 in his first year and about \$267,000 in his second year while still a part-timer.

Mr. Lustgarten urged that on this showing of ability he give up his editorial job and go into life insurance selling on a whole time basis. After a family conference this was done. Mr. Morrell paid for his first million in his first year as a full-time producer.

His biggest year was 1935 when he paid for well over \$5,000,000 of which \$3,056,000 was accepted by the Equitable Society, in 89 cases with total premiums \$143,000.

For the first eight months in 1937 Mr. Morrell paid for \$1,461,000 and in the complete year \$1,634,000 in 77 cases with \$62,000 premium. In the first eight months of 1938 he paid for \$2,853,000, with 81 cases, premiums totaling \$137,000.

Has Professional Approach

Mr. Morrell has highly professionalized his business, much of which is written to cover federal estate and state inheritance taxes. However, much of his success is due to his refusal to take "no" as conclusive and final. He fights hard on a case and hangs on so long as there is a vestige of hope.

One of Mr. Morrell's largest cases in the past, totaling \$580,000, was closed after he had ordered the policies and then been turned down decisively by the prospect for five months. He finally went to the man's home at night, explaining the whole carefully worked out estate plan to the other members of the family. Mr. Morrell secured their support and closed his case.

Another time he prepared a retirement plan for a wealthy man aged 72,

only to have the man refuse to take it. Calling back Mr. Morrell found the man and his wife had just left in his car on a trip east, planning to sail for Europe. On a hunch Mr. Morrell went to the man's Chicago office, finding the man had stopped there before going out of town. While the wife waited in the car below, Mr. Morrell closed the deal and got the money.

Also Noted as Speaker

Mr. Morrell is nationally known as a life insurance speaker, having been on the annual convention program of the National Association of Life Underwriters a number of years ago. Among insurance trade newspapermen and convention reporters he is famous for the speed of his delivery, which defies recording, and for the fact he rarely has a manuscript.

Honor Johnson, Cummings

The San Antonio Life Managers & General Agents Club held a meeting during the Houston convention at which G. Archie Helland, Connecticut Mutual, on behalf of the club, presented Holgar J. Johnson, president-elect of the National Association of Life Underwriters, and O. Sam Cummings, retiring president, each a serape, sombrero and cane.

Meet in Louisville Nov. 4-5

The meeting of the Institute of Home Office Underwriters will be held at the Brown hotel in Louisville Nov. 4-5. Emmett Russell, Jr., of Life & Casualty of Nashville is president; R. W. Beeson, Liberty National Life, is vice-president, and W. E. Jones, Provident Life & Accident, secretary.

Medical Directors' Meeting

The Pennsylvania Hotel, New York City, will be the meeting place of the Association of Life Insurance Medical Directors annual convention Oct. 21-22.

W. L. Jonas Dies; Devised Unique Proceeds Control

NEW YORK—W. L. Jonas, originator of a unique plan for combining flexibility with control in the distribution of life insurance, died Sept. 25 in New York City following a long illness. He was an agent of the Myrick agency of Mutual Life in New York City.

As an insurance man, Mr. Jonas had seen adequate insurance estates dissipated by reason of too much discretion being left in the hands of a widow inexperienced in financial matters or yielding to the importunings of needy friends or relatives. He had also seen cases where it was impossible to get money for a real emergency because funds were so tightly tied up under settlement options.

Depends on Friend's Approval

To take care of this situation as far as possible he worked out a plan whereby up to a certain amount of principal could be drawn out during any one year but that such withdrawal could be made only if the widow had the approval of one of the several family friends named in the policy. In case none of the named friends should be living or within easy communication, the widow would have the power to make the necessary withdrawals on her own signature. Not all companies were willing to arrange settlement options on this basis, but Mr. Jonas succeeded in finding several which would do so.

Mr. Jonas was a prominent member of the Ethical Culture Society, which was founded by his father, the late Sigmund Jonas. He was also well-known in the New York musical circles. Four years ago he organized the conductorless orchestra, which gave several concerts in New York City. Mr. Jonas was 56 years old. His widow and a son survive.

Presides



FREDERICK D. RUSSELL

Called by Chairman F. D. Russell, president of Security Mutual Life, Binghamton, N. Y., the New York state unit of the National Conference of Investors gathered at the Hotel Astor, New York City, to consider actively supporting the proposed grade crossing amendment to the New York state constitution, and to discuss the legislative program as adopted by the Association of American Railroads. Support of the grade crossing amendment was recommended by the executive committee of the National Conference.

The National Conference of Investors is a nation wide association of more than 11,000 investors concerned with the protection of railroad securities. It is said that approximately half of all outstanding railroad securities are held by investors within the state of New York and the activities of the New York state unit, therefore, form an important portion of the National association program.

Future Trends in Life Insurance Are Pointed Out

(CONTINUED FROM PAGE 3)

the companies can again look for increases.

One of the heavy items of expense is the sales cost. With the present reducing volume sales costs are on the above average level. Since the agents have generally been regarded as independent contractors, the demand for social security, old age pensions and retirement plans are still in the picture. Their solution, he said, probably means some sort of company contribution and further increase in sales cost.

Sees Adverse Effect

There are two powerful factors, Mr. Boissard said, for reducing costs. The first is preventable terminations. From 1900 to 1936, 60 percent of the ordinary business terminated. An improved persistency rate, a reduction in volume of voluntary terminations due to savings effected should make a sizable reduction in the cost of insurance to persisting policyholders. Second, many policyholders have from three to five policies aggregating \$5,000 to \$10,000 and are paying too much for loading. "Let us hope," said Mr. Boissard, "that the ingenuity of the companies and education of the public will improve these two factors to offset some of the increases that appear at present inevitable."

One of the adverse effects of the rapid turnover in policyholders, Mr. Boissard declared, is due to large vol-

ume of voluntary termination and heavy turnover in field representation. This lies in the harm it does to the general public as a whole. Public relations, he declared, have made important changes in the life insurance business.

Recently the gain and loss exhibit has been brought to the fore. He spoke of the far reaching effect of the legislative investigation of 1905-7. The business is now faced with federal investigation by the SEC. Two points, how do big companies compare with little ones and in general do companies abuse power that goes with large concentrated reserve of capital savings of the public, indicate the wide scope the investigation may take, particularly with the anti-big, anti-monopolistic official attitude. He asked what will be the legislative repercussion upon the life insurance business of the social and economic trend of today?

Question of Size Important

The question of size, Mr. Boissard said, is an important one. He quoted D. R. Richberg, who said, "Private enterprises must choose between becoming bigger and subject to more regulation, or remaining smaller but less regulated." He said there is a wide difference between theory and practice. An institution that looks good on paper may fail to live up to expectations for lack of a special and rare supermanagement plan, he said.

Mr. Boissard called attention to the fact that in the automobile industry the large, strong companies not only survive but grow in strength. He asked, will the life companies follow suit? Will there be more integration of small companies or will the management problem tend to discourage that? He predicted that there will be an accentuation of the personnel problem. Good employees will sense the lack of future or growth of opportunity and go elsewhere, if there is no future development.

Future of the Agents

As to agents, he said, fewer and better agents, a more stable sales organization will eventually follow tomorrow as more and more companies worship less the god of volume and give more attention to sales quality and resulting lower cost to the public as a whole.

He called attention to the gradual decrease in the birth rate. There are to be changes in the distribution of population. There will be more and more burdens on wage earners. While this implies more need for insurance for wage earners, he asked whether this will not be offset to some extent at least by the increased feeling of irresponsibility on the part of the wage earner, whether he be a PWA worker or entrepreneur. It is his conclusion that there can be expected only 5 to 6 percent of the national income to be used for ordinary life premiums and the future sales depend upon the future national income.

President Boissard closed with the plea that the chief present concern of life company management should not be increased sales, nor increased assets or investment problems, but rather with a more open cooperative and intelligent attack on the problems of their usefulness to the public at large, for their very survival in their present independent form.

Financing Dearth Is Forcing Cash Balances Upward

(CONTINUED FROM PAGE 3)

they were to their own policyholders.

Those who question the general principle of the private deal feel that either the investment banker has a place in the financial picture or he has not. If he has, then financing operations which leave him out tend to impair the value of the service he gives. They feel it is somewhat as if people were to buy potatoes, butter, eggs, and other staples

direct from the farmer, leaving out the retail grocer. The grocer would then have to curtail his other services or charge a considerably higher price for them. The analytical and research functions of the investment banker are of real value and there is no desire to see them seriously impaired.

Hall Is Baltimore Speaker

The Wootton & Addison agency of the Penn Mutual Life in Baltimore had a get-together session to discuss ways and means of making the efforts of agents increasingly effective. An inspirational talk was given by J. Elliott Hall.

Reliable Life Arkansas Rally

TEXARKANA, ARK.—Representatives of the Texarkana district of the Reliable Life of St. Louis held a one-day convention here to hear the proposed expansion program explained by L. V. Schoene of Texarkana, district super-

visor, and J. S. Gould of St. Louis, assistant secretary.

Colonial Life Tribute

Out of respect for the death of E. D. Duffield, president of Prudential, the Colonial Life home office was officially closed on the day of his funeral and an obituary of Mr. Duffield appeared in the Oct. 1 issue of "Colonial News."

William E. Ten Broeck, 76, of Wilmette, Ill., Wisconsin manager Equitable Society in Milwaukee up to about 30 years ago, died after a long illness. After leaving Milwaukee he became superintendent of the Equitable in Chicago, and later held a similar post in Milwaukee.

G. S. McCarter, superintendent of agencies, and W. H. Hampton, manager underwriting department American National of Galveston, have been visiting agencies in the Pacific Northwest.



THESE ARE YOUR FRIENDS

The instant your prospect becomes your policyholder there springs into existence a personal relationship which carries with it a great responsibility.

His signature is an endorsement of you . . . an admission that he respects your judgment and a tacit notice that he expects you to protect his interests.

Keep up these contacts. Look on your policyholders as your future business friends.



**The Prudential
Insurance Company of America**

Home Office, NEWARK, N. J.

EDITORIAL COMMENT

Restricting Private Purchases

PRIVATE DEALS, whereby a large corporation borrows money by selling an entire bond issue to one or a few life companies or other large institutional investors, are reported to be displeasing to the SECURITIES & EXCHANGE COMMISSION. It is said that SEC will devote considerable attention to this phase* of finance in connection with the so-called monopoly investigation. Other reports indicate that SEC investigators are trying to see whether there is an unduly close relationship between life companies and large banking houses.

If life companies are going to be censured for buying securities direct from the borrower and leaving the investment bankers out in the cold and also for being too chummy with the big financiers it is difficult to see just what kind of course the companies could have steered to avoid criticism.

If the life companies had refused to have any part of the private purchases that were offered to them it is not hard to imagine the ammunition that the refusal would have given the critics of life insurance. It would have lent color, at least superficially, to the notion that the companies were thinking more of protecting their friends, the investment bankers, than they were of taking advantage of the good buy that would help keep insurance costs down for policyholders.

If friendliness between insurance companies and the bankers is to be regarded with suspicion and if dealing the bankers out of the game is also to be criticized the life companies, with respect to private deals, were apparently damned if they did and damned if they didn't.

It is hard to see how any reasonable person can find anything to criticize in the private sale of securities by an individual corporate borrower to one or several institutional lenders. The federal laws governing the issuance and sale of securities were aimed primarily at helping investors of smaller magnitude than the life companies. They were designed to try to

overcome some of the disadvantages under which the smaller investor necessarily operates.

The experience up to and including the 1929 crash indicated that small investors and speculators, particularly in the stock market, were no match for Wall Street. The average investor or speculator could not afford, on the basis of his small operations, to obtain full and accurate information about his purchases and sales while the investment or brokerage house was naturally in full possession of the best information obtainable. Granting the soundness of trying to equalize the difference between the investment house and the buyer, there seems no reason why this benevolent notion should be extended to buyers of the magnitude of life insurance companies, which are in a position to obtain just as good information about what they are buying as the sellers have about what they are selling. If a life company investment executive feels he hasn't all the information he needs about a purchase of securities, the size of the transaction makes it a relatively inexpensive matter to get the desired data.

The only logical question about the soundness of private deals in the ultimate effect on the investment banker's function. From a life insurance point of view, the problem is: Does the private deal cut into the investment banker's field to such an extent that the value of his services to us will be materially diminished?

The research and analysis services of the investment banker are of value to life company investment departments. If private deals seriously curtail the ability of the investment bankers to offer these services, it might be argued that it would be better to take a live-and-let-live attitude toward the bankers rather than having to go to the expense of taking over the bankers' functions. Any other basis for restricting private deals is in effect a move toward subsidizing the investment banking business.

Superintendent Pink and Examinations

IT SEEMS to us that Superintendent PINK of New York in working out the problem of convention examinations has gone a long way in his efforts to cooperate with the zone system of the NATIONAL ASSOCIATION OF INSURANCE COMMISSIONERS. New York has a civil service law which requires examinations to be made by those qualified under civil service regulations. However, Superintendent PINK, in a word, states that he is perfectly willing to have examiners from other states participate in the examination of New

York companies and the other states with New York can sign the examination as a convention report so far as the other states are concerned. So far as New York is concerned, the law would require that the report be signed only by New York examiners.

This, we think, is entirely fair. There has been much criticism made of Superintendent PINK. Some of it was justified. However, he has proved to be a very broadminded official and we feel that it is now time for the NATIONAL AS-

SOCIETY OF INSURANCE COMMISSIONERS and its members to recognize the forward step that he has taken and drop entirely the issue. There are plenty of pressing demands on commissioners and the public that should be taken up by the body. We appreciate that the

question of examinations is a most vital one. The zone system is entirely fair. Superintendent PINK has complied with the zone rules in a way that we consider comports with the spirit of the rules. Technicalities can well be eliminated.

Great Waste in a Receivership

TO SHOW the great waste in receiverships of life insurance companies one has but to read the reports filed by Receiver P. J. LUCEY of the NATIONAL LIFE, U.S.A., Chicago, which failed in 1933. The receivership fees amount to \$400,000. Receiver LUCEY asked the court to allow him \$35,000 in addition to the \$150,000 he has

already been paid. Under the liquidation act the insurance department now takes over these estates and handles them far more satisfactorily and economically. Many states have such liquidation statutes and they are proving most satisfactory. They save much for policyholders when companies get into difficulties.

PERSONAL SIDE OF BUSINESS

Judge C. S. Younger, president of the Cooperative Life and former Ohio superintendent, is seriously ill in a hospital in Columbus.

Visiting Richmond as guest of Commissioner Bowles of Virginia, Commissioner Julian, of Alabama, president of the National Association of Insurance Commissioners, was honored at a dinner and a luncheon, with officials of Richmond companies and officers of the agents' associations in attendance.

James M. Webb, vice-president of the Bankers National Life of Montclair, N. J., was suddenly taken ill and operated upon for an appendectomy at the Homeopathic Hospital in East Orange, N. J. He is progressing very satisfactorily and he will take a short rest after his convalescence. Mr. Webb is in full charge of the personnel department as well as being claims manager.

A new baby girl at the Thomas A. Lauer home in Joliet, Ill., prevented him from attending the National Association of Life Underwriters convention at Houston. He has been district agent of the Northwestern Mutual Life in Illinois for eight years and in the business 12 years. He is a C.L.U. The Lauer family now consists of two boys, 12 and four, and the new baby girl, Nancy.

J. T. Smith, Columbus, Ga., general agent John Hancock Mutual Life, died in a Knoxville hospital from angina pectoris.

Nigel S. MacEwan, 39, state agent in Atlanta, Ga., of the Sun Life of Canada, died from a heart attack while riding on a bus from Gainesville to Atlanta. He had lived in Atlanta, going from Baltimore, and had been associated with the Sun for 12 years, starting as an agent in Wilmington, Del.

George W. O'Shaughnessy, manager of the Colorado Life city agency at Denver, has joined the Denver Life Underwriters Association and the managers' association there.

C. L. Miller of the Wisconsin Agency of the Continental Assurance in Madison, Wis., was defeated in the recent Wisconsin primary election for Republican nomination for governor. Mr.

Miller, who is 57, has been in life insurance work for over 20 years in personal production, agency and supervisory activities.

W. L. McFarland, 57, district man of the First National Life in New Orleans, died there. He was a native of Indiana but had lived in New Orleans for some years.

The \$50,500 granite and bronze monument to the late Dr. E. A. Babler, one-time medical director of the old International Life, which will stand in the state park in St. Louis county that bears his name is to be dedicated Oct. 10. J. L. Babler, donor of the memorial park, has announced. The principal speaker at the dedication will be Secretary of the Interior Ickes.

V. S. Welch, second vice-president Equitable Society, stationed at Chicago in charge of mid-western and Pacific Coast operations, has gone on an inspection trip visiting agencies in Denver, Salt Lake City, Los Angeles and San Francisco.

Dr. W. H. Hazard, publicity director of the New England Mutual Life, and Mrs. Hazard were marooned in New York City most of last week, unable to return to Boston on account of interruption of travel due to the hurricane. Dr. Hazard had the option of returning by plane but declined to make his initial acquaintance with this mode of travel.

Dr. C. E. Schilling, vice-president and medical director of the Ohio State Life, was the guest of honor at a dinner given by the Pittsburgh agency. Agents were accompanied by their wives, and Manager A. E. D'Emilio presided. Dr. Schilling was accompanied by W. V. Woollen, agency superintendent. The field force of the Ohio State Life is now engaged in a campaign in honor of President Claris Adams.

The death of Edward D. Duffield, president of the Prudential, necessitated the printing of new policy forms last week. Because some states require signatures of two officers on policies, the Prudential made the practice uniform and printed the signatures of Mr. Duffield

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and W. Van Nalts, secretary. Actuaries also initial the policies.

The new policies have substituted the name of Franklin D'Olier, executive vice-president for that of Mr. Duffield. The custom of printing the name of the president of a life company on all stationery, literature and advertising—and generally the only official to be publicized—is believed to have started with the late John F. Dryden, organizer of the Prudential. He wanted his name known to all policy-holders so that they could write to a person instead of an institution.

2,000 Pay Honor in Princeton at E. D. Duffield's Rites

PRINCETON, N. J.—More than 2,000 friends and relatives, including 300 Prudential directors and executives who arrived on a special train from Newark and New York City, and 200 executives and directors of other insurance companies and agencies throughout the eastern section of the country, attended the services held here for E. D. Duffield, president of the Prudential, who died after a stroke.

Dean Robert R. Wicks of Princeton University chapel conducted the services and President Harold W. Dodds sat with him in the chancel. The university board of trustees sat in the nave, directly behind the family and relatives of Mr. Duffield. Services were brief and simple, at the request of the Duffield family.

In a eulogy on Mr. Duffield, Dr. Wicks said he was "able amid his larger duties to sense the private troubles of his fellow man, doing untold good in secret ways to friends and loved ones to whom he was more than brother, thus becoming an increasingly essential life at home and in the widening circles of his community, his church, his college, his business and in affairs of state."

The hymns sung were in the words of Dr. Wick "those which Mr. Duffield loved so much." There were no honorary pallbearers.

Found Guilty of Embezzlement

EVANSVILLE, IND.—Miss Mary Edythe Wells, 55, was found guilty of embezzlement and sentenced to three years in prison by a jury in circuit court here. Miss Wells, former agent of the Travelers, was found guilty of embezzling \$5,000 paid her by E. F. Stahl on Jan. 10, 1938, for an annuity. The jury found her not guilty on two other counts. Total embezzlements charged against her by the Travelers were \$113,312. Miss Wells admitted an indebtedness of \$43,821.

LIFE AGENCY CHANGES

Equitable Society Advances Three Minnesota Men

Several advancements have been made in the Equitable Society's field force in Minneapolis and St. Paul. A. B. Shea, Minneapolis manager, promoted Nels Jelland, field assistant at Crookston, Minn., to district manager in Marshall, Minn. M. J. Platt, agent in Crookston, becomes field assistant there. C. W. Streeter, manager at St. Paul, promoted W. L. Varco, field assistant, to district manager at Austin, Minn.

The latter town of 12,000 population has produced four Equitable agency managers: Mr. Streeter, J. K. Taylor, Louisville; H. A. Chipman, Columbus, O. and A. B. Dalager, Wilmington, Del.

Flowers Named General Agent

The Bankers National Life of Montclair, N. J., has announced the appointment of W. R. Flowers as general agent in Salisbury, Md. He is a thoroughly experienced life insurance man, having been an agent and then manager for a number of years. He is well acquainted with the eastern shore territory as well as the vicinity of Salisbury.

George Plante Supervisor

Announcement is made by W. Allen Beam, general agent, of the appointment of George Plante, formerly of Detroit, as supervisor of the Cleveland agency of the State Mutual Life. Mr. Plante comes to his new position with 11 years' experience with the State Mutual. He started with the home office in October, 1927; worked in the auditing department for a while and was then made assistant cashier of the Worcester agency. In October, 1930, he was appointed cashier at Providence, R. I. Three years later he was appointed cashier in Detroit. For the past year Mr. Plante has been specializing in the general training of new men and assisting them in their selling problems.

Name Phillips at Grand Rapids

The Wisconsin National Life has appointed Elmer R. Phillips manager of the life department in the Grand Rapids office. He has been connected with the Northwestern National Life for four years in the Grand Rapids office, and was a good personal producer in that organization.

Home Life Operates Again in North Carolina

The Home Life of New York has re-entered North Carolina and announces the appointment of John J. Eichhorn as general agent at Greensboro, with offices at 926-27 Guilford building.

Company officials stated that although reentry into North Carolina was not to be considered as an intent to expand into additional states, Mr. Eichhorn's appointment does reflect the company's current policy of increasing the number of its sources of business. It is anticipated that future expansion will occur in the creating of additional agencies in the eastern district, the mid-west area, centering on Chicago, and in the densely populated and large income producing territory lying between the two.

Mr. Eichhorn, while still in grade school, was employed on a part time basis in the Greensboro agency office of the Provident Mutual and has spent his entire business career there. For the past five years he has been a ranking salesman and member of production clubs.

White and Walker Promoted

The Bankers Life of Nebraska has appointed two general agents: Albert White at Marshall, Mo., and Ralph T. Walker at Norfolk, Neb. Mr. White has been a special agent for four years, mostly with the S. B. Dysart agency at Columbia, Mo. Mr. Walker has been one of the large personal producers in the Goodrich agency at Topeka, and last June was elected treasurer of the Topeka Life Underwriters Association.

Powers Returns to Columbus

C. J. Powers, who has been in Wilmington, Del., for several years, has returned to Columbus, O., to represent the Massachusetts Protective and Paul Revere Life.

Nolen Austin Supervisor

E. D. Nolen, formerly in life insurance work in San Antonio, Corpus Christi and Austin, has been named supervisor of the Great Southern Life at Austin, Tex.

Move District Office

The Connecticut Mutual's district office at Creston, Ia., was transferred to Mount Ayr. W. P. Renner, Sikeston, Mo., and Lawrence Hamilton, Creston,



Frank J. Lightner, Grand Rapids, Michigan. Bankers Life salesman who ranked with his Company's ten leading salesmen in August, called on a procrastinating prospect one evening not long ago; was greeted with these glad tidings: "Oh, yes, Mr. Lightner, come right in. I was just reading in the paper about you and your success with the Company." Back of this incident is the Bankers Life News Bureau which sent the Grand Rapids newspaper news of Mr. Lightner's August selling achievement.

N. B. The interview landed a \$10,000 application.

—BLC—

Night driving motorists should rejoice over the inventive genius of Carl Brown, Columbus, Ohio, who has patented a "chin-operated gong wound alarm" to keep sleepy motorists awake. Said device pins on the necktie at the collar; when drowsy motorist's chin droops it strikes push button and zings! Gong sounds shocking driver to startled awokeness. Page Rube Goldberg!

—BLC—

"What is the life expectancy of an advertising letter?" asks Bankers Life's Onward, then tells readers of a Bankers Life Sales Promotion Letter mailed to a Fort Worth, Texas, prospect January 15th, 1930, and produced by prospect from his letter file during course of an interview with E. R. Biggs, Fort Worth salesman, in August, 1938.

—BLC—

Phrase-of-the-month (by Bankers Life's Madison Agency Manager C. W. Tomlinson): No man ever failed in the life insurance business who maintained an average of 15 interviews a week.

—BLC—

"Please tell me about your Double Duty Dollars." That's typical of the many inquiries received by Bankers Life as a result of its national magazine advertising. No coupon clippers, many men and women are struck by the phrase "Double Duty Dollars," use government postals to ask for information.

BANKERS LIFE COMPANY
DES MOINES
Established 1879

THE MANUFACTURERS LIFE

A Future Bright with Promise

The Manufacturers Life has had more than fifty years of experience in successful agency building.

Our steady expansion in the United States points to a future of continued and consistent growth.

INSURANCE AND DEFERRED ANNUITIES IN FORCE
556 MILLION DOLLARS

ASSETS EXCEED 154 MILLION DOLLARS

HEAD OFFICE
TORONTO, CANADA
Established 1887

PROPERTY MANAGEMENT

DIRECTORY

• The property management firms whose names are shown on this page have been selected after careful investigation. They have the recommendation and endorsement of The National Underwriter.

ALABAMA

SMITH & COCHRANE

INDUSTRIAL BUSINESS,
LEASES AND SALES

Property Management and Appraisals
Montgomery, Ala.

COLORADO

Morrison & Morrison

Realtors and Insurers

REAL ESTATE
MANAGEMENT
SALES APPRAISALS

Member—Institute Management

DENVER, COLO.

INDIANA

PROPERTY MANAGEMENT

APPRAISALS
Sales - Leases
Insurance - Mortgage Loans

W. A. Brennan Agency Corporation
428 Illinois Bldg. Riley 2315

INDIANAPOLIS

MICHIGAN (Cont.)

PROPERTY MANAGERS

Real Estate Appraisers
INSURANCE COMPANY
CORRESPONDENTS

H. G. WOODRUFF, INC.
1812 Union Guardian Building
Detroit

CALIFORNIA

Los Angeles Population 1950—2,500,000

W. M. GARLAND and CO.

117 West 9th Street

APPRAISALS
SALES
FINANCING
INSURANCE

PROPERTY MANAGEMENT
LOS ANGELES, CALIFORNIA

An
Incomparable
Organization
of
Years Standing

Established 1908

ROY C. SEELEY CO.

Business and Industrial Realtors

Property Management—Appraisals
Complete Service

Pacific Electric Bldg.

Los Angeles, Calif.

DIST. OF COLUMBIA

C. H. HILLEGEIST CO.

1621 K St. N. W. NATL 8500
Washington, D. C.

Business and Residential Properties

Sales—Leases—Property Management
Mortgage Loans—Appraisals
Building and Developing

Serving District of Columbia and
adjacent Maryland and Virginia

ILLINOIS

HOOKER & SLOSSON

Specialists in

APPRAISALS, MANAGEMENT,
LEASING, and SALES of CENTRAL
and OUTLYING REAL ESTATE

140 SO. DEARBORN ST.
CHICAGO RANDOLPH 4022

Member Institute of Real Estate
Management

PARKER-HOLSMAN
REALTORS
MANAGEMENT & SALES
1501 EAST 57TH STREET CHICAGO
HYDe Park 2525

SPECIALISTS in Management
Selling, Leasing of Chicago In-
come Producing Properties

L. J. SHERIDAN & CO.
One North La Salle Street, Chicago
TELEPHONE FRANKLIN 7855
Exclusive Agents for One La Salle
Street Building; Builders Bldg.;
33 South Wabash Ave. Building
and other properties

R. G. HAMILTON & CO.

(Established 1922)

111 Sutter Street

San Francisco

PROPERTY MANAGEMENT
INSURANCE
RENTALS
SALES
LOANS

Oakland Office — Latham Square Bldg.

COLDWELL CORNWALL and BANKER

Property Management
General Real Estate
and Appraisals

A STATE WIDE SERVICE

523—W. 8th St. Financial Bldg. 57 Sutter St.
Los Angeles Oakland San Francisco

WIRTZ, HAYNIE & EHRET, Inc.

Real Estate Management

LOANS — SALES

3180 Sheridan Road Wellington 3000
CHICAGO

IOWA

MEL FOSTER CO.

Appraisals

Mortgage Loans - Property
Management

With Offices in

Moline, Ill. 5th Ave. Bldg. Davenport, Ia. Security Bldg.
Mol. 1493 2-2667 Rock Island, Ill. Best Bldg.
R. I. 795

HARRY G. WALLACE

& CO., Inc.

APPRAISALS

Specializing in:

CITY AND FARM MANAGEMENT
AND SALES
Flynn Bldg. Des Moines, Iowa

KANSAS

R. K. STILES & CO.

Property Management
and
Appraisals

903 N. Seventh St. Kansas City, Kan.

LOUISIANA

M. A. I. Appraisals



Property Management
Ricou-Brewster Building
Shreveport, Louisiana

MICHIGAN

SALES
APPRAISALS
FINANCING
MANAGEMENT

T. F. NORRIS CO.

50 years of Faithful Service
Majestic Bldg., Detroit
F. Earl Johnston J. C. Johnston

GRAND RAPIDS MICHIGAN

Appraisals

PROPERTY MANAGEMENT
BUSINESS AND INDUSTRIAL
REAL ESTATE

Member of the American Institute
of Real Estate Appraisers

I. R. BLANDFORD
108 Federal Square Building

MINNESOTA

Rendering Every Phase of
REAL ESTATE SERVICE

Property Management
Real Estate Sales
Appraisals
Mortgage Loans

Members of Institute Real Estate
Management

GENERAL MANAGEMENT
COMPANY
Baker Building, Minneapolis

THORPE BROS., Inc.

REALTORS

Member—Institute Management

Property Management

Thorpe Bros. Building
519 Marquette
MINNEAPOLIS, MINNESOTA

DUNN & STRINGER

INCORPORATED

Empire Bank Building
St. Paul, Minnesota

McNeil S. Stringer, Pres.

Mortgage Loans
Real Estate
Property Management

MISSOURI

E. F. PIERSON & CO.

Realtors

SALES
MANAGEMENT
APPRaisALS

Commerce Bldg. Kansas City, Mo.

E. F. PIERSON, M. A. I.

PROPERTY MANAGEMENT DIRECTORY

• The property management firms whose names are shown on this page have been selected after careful investigation. They have the recommendation and endorsement of The National Underwriter.

MISSOURI (Cont.)

M. H. RODEMYER & CO.
109 N. 8th St., St. Louis, Mo.

•
Property Management
Mortgage Loans
Real Estate

NEW YORK

De L. PALMER, INC.

DeLancey Palmer, Pres.

REALTORS

111 State Street Albany, N. Y.
REAL ESTATE
Appraisals Brokerage
Property Management
Established over 50 Years

OHIO

E. K. SHEFFIELD, M.A.I.

Akron, Ohio

Realtor
Property Management
Appraisals
Leasing
Sales

651 First Central Tower Jefferson 2131

PENNA. (Cont.)

PHILADELPHIA — SOUTH JERSEY
PROPERTY MANAGEMENT
MORTGAGES
APPRaisALS

Markeim-Chalmers-Ludington, Inc.
1424 Walnut Street, Philadelphia, Pa.
645 Market St., Camden, N. J.
J. W. MARKEIM, Member — AMERICAN
INSTITUTE OF REAL ESTATE
APPRaisERS
AMERICAN INSTITUTE OF PROPERTY
MANAGEMENT

NEBRASKA

CITY REALTY COMPANY
LINCOLN

•
Specializing in
Property Management and
Appraisals

National Bank of Commerce
Phone B5135

L. F. FARRELL
APPRASIER

Property Management
Insurance Loans

524 Sharp Bldg. Lincoln, Neb.

DEXTER P. RUMSEY & CO., Inc.

53 Court Street
Buffalo, N. Y.

Complete real estate and insurance service, including sales, rentals and leasing (residential and commercial); property management, appraising, mortgages, etc.

HOWARD P. STALLMAN & CO.

Property Management
Sales
Leases

50 EAST BROAD ST.
COLUMBUS, OHIO

WILLIAM I. MIRKIL CO.

1500 Walnut Street
Philadelphia

Management—Appraisals—Sales

William I. Mirkil—M. A. I. & C. P. M.
Samuel T. Hall—M. A. I. & C. P. M.

**COMMONWEALTH
REAL ESTATE CO.**

Modern
Management—Appraisals
Sales

312 Fourth Ave. Pittsburgh, Pa.

In Omaha
BYRON REED COMPANY, Inc.

Appraisals Sales
Property Management
Largest and Oldest Organization—
82 Years
FARNAM BUILDING

In
ROCHESTER, NEW YORK
for
PROPERTY MANAGEMENT
see

WILLIAM H. GORSLINE
119 Main Street East
A COMPLETE SERVICE
properly staffed
Member—Institute Management

ASBURY REALTY COMPANY

506 First Nat'l Bank Bldg.
Hamilton, O.

•
We Specialize in Property
Management

TENNESSEE

Member Institute of Real Estate
Management

Percy Galbreath & Son

REALTORS

Property Management — Appraisals
Columbian Mutual Tower
Memphis, Tennessee

NEW JERSEY

SEELY CADE, Inc.

26 Journal Square, Jersey City
REAL ESTATE
Management Appraisals
Member—Institute of Management

G. H. KECK & SON
REAL ESTATE

Management Mortgages
Brokerage Appraisals
Suite (81-82) Parker Bldg.
Schenectady, N. Y.

IN TOLEDO

It's

The Etchen-Lutz Company

Specialized Departments in
PROPERTY MANAGEMENT and
Mortgage Loan Correspondents

The Etchen-Lutz Company
725 Adams St. Ad. 4221

TEXAS

"48 Years in Dallas"

J. W. LINDSLEY & CO.
REALTORS

We specialize in Property Management for Life Insurance and Trust Companies. References.

1209 Main St. DALLAS

NEWARK, N. J.
PROPERTY MANAGEMENT

Appraisals — Sales
HARRY J. STEVENS
478 Central Ave., Newark, N. J.
Member
American Institute of Real Estate Managers
American Institute of Real Estate Appraisers

RONEY
REALTY COMPANY

REALTORS
Herald Building, 332 So. Warren Street
SYRACUSE, N. Y.
Management Sales
Appraisals Rentals

PROPERTY MANAGEMENT
MORTGAGE LOANS
REAL ESTATE

HARRY SWENSON

Marine Bank Building—Erie, Pa.

Sam Realty Co.
Oldest and Best

50 Years Experience
Specializing in
Sale and Management
City Property

Jake Sam

220 Binz Bldg. Houston, Texas

Ia., are in charge. The district includes 15 counties in southwestern Iowa. Both men will move soon to Mount Ayr.

New Home Office General Agent

The Republic National Life of Dallas has appointed A. Neil Somerville home office general agent. He has been in the business a number of years.

Hadley Assistant Manager

Charles Hadley, formerly of Columbia, S. C., is new assistant manager for the Prudential in western Oklahoma with headquarters at Oklahoma City.

Howard Blyle has been appointed secretary of the New Brunswick-P. E. I. branch of the Canada Life. He was formerly acting branch secretary and has been with the Canada Life 12 years.

T. A. Grim, formerly of Elberfeld, Ind., has been appointed district agent of the New York Life at Boonville, Ind.

Bricker's Department Pledge

John W. Bricker, Republican nominee for governor of Ohio, announced this week that if elected he will appoint as superintendent of insurance "a man of practical experience in the insurance field." He said he has no particular person in mind, and will give no thought to the naming of a superintendent until after the election. He gave assurance that the man selected will be one "who meets the test as to qualifications, good character and personal standards of the highest quality. The men who surround the superintendent as deputy and assistant, too, must meet the highest standards." Mr. Bricker also declared that the department must be given adequate funds with which to operate and he gave his pledge to build a well run and economically but adequately financed insurance department which will do its duty by the people of Ohio. He also declared there will be no "favored agents" when he becomes governor, and that it will not be necessary to buy insurance or bonds from any particular person or agency.

Daniel's New Headquarters

The office of executive secretary recently created by the Industrial Insurers' Conference, will be maintained at 403 Trust Company of Georgia Building, Atlanta, under the supervision of Raymond Daniel. Prior to his new appointment he was an associate editor of "Insurance Field" for 22 years.

Conducts Jobless Survey

The Northwestern National Life conducted a three-weeks personal interview study in Minneapolis and St. Paul of how jobless men spend their time. It was found that of 50 registered unemployed, 17 were studying and practicing to become better workmen, while 33 were doing nothing to improve their earning capacity during unemployment.

PROPERTY MANAGEMENT DIRECTORY

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WISCONSIN

SCHEFFER-PURTELL CO. REAL ESTATE

Selling—Renting—Managing—
Financing—Appraising

757 No. Water St., Milwaukee
Phone DALy 3426

LIFE SALES MEETINGS

Pan-American Life's Meeting

Series of Divisional Conferences Ends with the Gathering That Was Held in Galveston

The Pan-American third divisional agency conference at Galveston, Texas, brought down the curtain on this series of conferences for 1938, and was a fitting sequel to the Atlanta and Cedar Point meetings held in August.

Address were delivered by the following home office officials: President C. H. Ellis; Executive Vice-president E. G. Simmons; Vice-president and Medical Director Marion Souchon; Vice-president and General Manager E. H. Hezlett; Superintendent of Agents F. T. Limont; Assistant Manager of U. S. Agencies Chas. J. Mesman; Agency Supervisor B. B. Macfarlane, and Field Supervisor H. J. Hughes.

General agents, managers and agency supervisors played prominent parts in the program by delivering addresses on the following topics: "Sales Ideas to Raise the \$1,000 Application to at Least \$1,500—Thrift as a Selling Factor in Life Insurance—Finding Quality Prospects—Salary Savings Insurance—How to Keep Policies from Lapsing—Sales Ideas Which I Use Regularly and Which Help Me Close Business and How I Make My Presentation on an Interview Plan Lead."

The 150 agents who attended were from southern and southwestern territories, comprising Arkansas, Kansas, Louisiana, Mississippi, Missouri, Oklahoma, Tennessee and Texas.

Continental American Plans Bermuda Convention

The Continental American's 1939-40 Leaders Club will go to Bermuda next July for a three-day outing and convention tentatively set to begin July 15. The trip will be made on the "Monarch of Bermuda" from New York.

Those now heading the list for the club are Harry Greene, Newark (N. J.) agency, leading for president, and Milton Berson, Hancel agency, New York, is leading for vice-president. Mr. Greene is president of the current club which met at Hollywood Beach, Fla., in January; and M. J. Lauer, general agent in New York, is vice-president.

Tribute to President Ferguson

A testimonial dinner for G. Howard Ferguson, president of the Crown Life, Toronto, and former prime minister of Ontario, was given in Grand Rapids, Mich., this week. The western and central Michigan division which won premier sales honors among the company's various divisions was presented with a trophy by President Ferguson. E. J. S. Brown, superintendent of agencies, and A. F. Williams, field supervisor, also represented the home offices. Mr. Ferguson is expected to talk on world affairs and is also addressing the Lions club here during his visit. Frank V. Hamilton, Grand Rapids division manager, will receive the production cup on behalf of his agency force.

Security Mutual Convention

The annual agency convention of the Security Mutual Life of Lincoln, Neb., is being held at Ozark Beach Sept. 28-30.

Hold Muscatine, Ia., Meeting

MUSCATINE, IA.—A sectional meeting of representatives of the J. H. Copeland agency of the Northwestern Mutual Life was held here. A dinner was held. About 30 agents attended from surrounding counties and from Rock Island, Ill. The meeting was one of a series of three to be held, another to be held soon at Washington, Ia., and the third at Oskaloosa.

Mutual Benefit Starts Meets

First of Seven Regional Conferences Is Being Held in Cincinnati This Week

This week at Cincinnati the Mutual Benefit Life opened its series of seven regional conferences planned for the fall. More than 250 members of the company's east central agencies are in Cincinnati for the three-day meeting. The J. S. Drewry agency of Cincinnati is host. Other conferences scheduled are: Del Monte, Cal., Oct. 13-15; Excelsior Springs, Mo., Oct. 24-26; Chicago, Oct. 27-29; Buck Hill Falls, Pa., Nov. 7-9; Boston, Nov. 14-16; and Atlanta, Nov. 28-30. It is expected that attendance at the regional meetings will pass the 800 mark.

Meetings will be conducted as educational "clinics." The program is made up largely of panel discussions on current field problems and will be conducted by fieldmen. Topics for discussions include competition, policyholder service, prospecting and estate analysis. There will be a questionnaire session on underwriting.

ing, another on company practices and one on supplemental agreements.

John R. Hardin, president, will attend all seven meetings and will make awards at each meeting to the men who won high honors in the novitiate campaign. H. G. Kenagy, superintendent of agencies, and A. J. Kirkland, assistant secretary in charge of the supplemental agreement section, will also attend all meetings. Other company executives and agency department members will also attend the various meetings.

Central Ohio Meet

Central Ohio agents of the Columbus Mutual Life held a meeting in Columbus with President D. E. Bell as the principal speaker. John C. Dexter of Columbus presided.

Hold Joint Field Day

Atlanta and Macon, Ga., offices of the Connecticut Mutual Life held a get-together field day at Winship Lake. In the athletic events Atlanta representatives won.

William M. Lateer, John Hancock Mutual Life, Peoria, Ill., and Mrs. Florence Chamberlain of Denver were married in Denver. Mr. Lateer is immediate past president Illinois Association of Life Underwriters. The Lateers are residing in Peoria.

AS SEEN FROM CHICAGO

BEHR HAS \$1,046,000 SO FAR

Louis Behr of the Sam Lustgarten agency, Equitable Society, Chicago, originator of the Behr prospecting system published by the "Diamond Life Bulletins," in the first eight months this year paid for \$1,046,650 of business in 57 cases with \$34,411 premiums.

KERNODLE MAKES GOOD

Members of the Oliver Kernodle agency of Phoenix Mutual Life in Chicago were guests of their general agent at the Chicago-Pittsburgh baseball game in Chicago Thursday afternoon. This was in satisfaction of a promise made by Mr. Kernodle that if the organization during August, when he was on his vacation, made a certain production record, he would treat the agents to an outing. The production in August was the second largest of any month in the agency's history.

HONOR ZIMMERMAN'S RETURN

Charles J. Zimmerman, Chicago general agent for the Connecticut Mutual and newly elected vice president of the National Association of Life Underwriters, was presented with 83 applications for new business at a surprise dinner Tuesday night. William Siegmund, brokerage supervisor, was master of ceremonies, and he called on Mr. Zimmerman, Edwin S. Hewitt, agency supervisor, and Samuel T. Chase, general agent emeritus, for brief talks. During the week when Mr. Zimmerman and Mr. Hewitt were attending the national convention at Houston, the agency staged a drive for applications. Mrs. Lorraine L. Blair led in production, with David Hudson a close second.

The first of the year's seminars for brokers conducted by the Zimmerman agency was opened on Monday night with a good attendance.

LORRAINE BLAIR, INC. OPENING

More than 200 business men and women attended the two-day formal opening of Lorraine L. Blair, Inc., new Chicago insurance counsellor firm which is headed by Mrs. Blair of the Charles J. Zimmerman agency Connecticut Mutual Life. Mrs. Blair for many years has been a prominent insurance woman in that city, besides being an author, lecturer, founder of the Women's Finance Forum and its present execu-

tive director. The latter organization, started a number of years ago, had as its primary purpose the education of women in financial matters. It has met with considerable success. In opening this office, Mrs. Blair retains her close affiliation with the Zimmerman agency, it being established in the same building, suite 2417, One North La Salle street. Mrs. Blair intends building up a full-time agency organization which will concern itself not only with general life writing but act as consultants on financial matters, estates, taxes and budgets. On Wednesday, the first day of open house, Mrs. Blair received beside a number of well-known Chicago general agents and agent friends, executives of prominent investment firms, state and city officials. Tea was served to women visitors on Thursday. Many well-wishers sent floral tributes, telegrams and letters.

A. J. HERTZ FOLLOWS FATHER

A. J. Hertz has joined the Bruce Parsons agency of Mutual Benefit Life in Chicago. He is a son of S. F. Hertz, who was for 17 years in the Chicago agency of that company and is now doing supervisory work for Mutual Benefit in Flint, Mich. S. F. Hertz was a consecutive weekly producer for 13 of the 17 years that he was in Chicago. A. J. Hertz will look after his father's clients as well as developing a business of his own.

DR. W. W. QUINLAN IS DEAD

Dr. W. W. Quinlan, who had for 35 years been head of the Chicago medical offices of Mutual Life, died at his home in Wilmette, Ill., at the age of 71.

GOLDMAN PERFECTS SETUP

With the appointment of R. J. Murphy and D. K. Alford, agency assistants, and C. P. F. Waidler, special agent, to the status of assistant managers, A. Van Goldman, manager of the LaSalle ordinary agency Prudential, Chicago, feels he now has a supervisory staff large enough and sufficiently well qualified to offer a highly efficient service to both the agency organization and brokers. Mr. Goldman has made a systematic division of his staff, in that two assistant managers will be concerned primarily in the development of brokerage business and two supervising activities of the full time staff of special agents. Results for September have

shown, according to Mr. Goldman, that the arrangement is achieving results. It was one of the best months in the agency's history. Mr. Murphy joined Prudential in December, 1932, being in the industrial department four years. In January, 1936, he became a special agent with the LaSalle agency and in October was appointed agency assistant, working with Assistant Manager S. A. Kent, now a manager in Salt Lake City. Mr. Waidler, who will work with Mr. Murphy in the development of the full time staff of special agents, went to the agency from Reliance Life. He had been a district manager in Chicago. Mr. Alford, who specialized in insurance at Northwestern University, has worked with R. A. Cameron, assistant manager, in the brokerage department since October, 1936. Mr. Cameron recently celebrated his 10th anniversary with the agency. He started in the industrial department in 1923. Messrs. Alford and Cameron will continue with brokerage activities.

With appointment of these assistant managers, Mr. Goldman is starting a comprehensive educational campaign built around the company's new elaborate correspondence course just recently sent to the field. Manager Goldman in October will start his annual brokerage school, the curriculum of which will be based on the material in the Prudential's new course. The school will be under direction of Mr. Cameron, assisted by Mr. Alford. The full time agency force is being schooled on material in the course, holding an instruction meeting each Monday morning and two special clinics each week which are in the nature of open forums. Manager Goldman and all of his assistants took the entire course preparatory to installing it.

The annual agency meeting of the Goldman office was held at which the new educational plans were announced. Manager Goldman presided. Dr. Maximilian Woldenberg, president of A. Daigler & Co., Chicago chemical firm, spoke on "The Layman's Viewpoint About Life Insurance."

DUDLEY HONORED AT LUNCHEON

The Rockwood Company, general agent of the Travelers in Chicago for more than 25 years, honored E. B. Dudley at a luncheon at the Union League Club. The luncheon was given as a token of appreciation of the friendliness which has existed between the Rockwood Company and the branch office of the Travelers during the 11 years Mr. Dudley has been manager. About 25 directors and officials of the Rockwood Company were present. Frank P. Wood, president of the Rockwood Company, and R. R. Rawle, the oldest associate of the company in point of service, spoke.

Mr. Dudley was also honored at a dinner given by members of the Travelers staff at the Union League Club. Heads of the various departments in Chicago were present, including S. R. Plattenburg, cashier; C. C. Clothier, claim; Dr. L. R. Roberts, medical, and B. H. Groves, assistant manager life department. Also in attendance were three officials from the home office, H. W. Anderson, assistant superintendent of agencies, life, and Harry Leven, casualty; and R. D. Safford, vice-president of the fire company.

Prior to Mr. Dudley's departure, members of the agency presented him with a complete set of golf clubs, bag and also a handsome duffle bag.

C. Fulton, Jr., agency vice-president of the Home of New York, is in Chicago this week.

Favor San Francisco in '39

Several executives of American Life Convention companies, while fraternizing at the Houston convention of the National Association of Life Underwriters, suggested to each other that it would be a good idea if the A.L.C. would hold its 1939 meeting in San Francisco due to the fact that there will be a world's fair there. Whether this suggestion will grow into a formal recommendation remains to be seen.

NEWS OF LIFE ASSOCIATIONS

Pittsburgh Speakers Listed

Matusoff, Anwyl, Coolidge and Harris on Program of Sales Congress There Oct. 13

PITTSBURGH—Four speakers for the all-day sales congress of the Pittsburgh Life Underwriters Association Oct. 13 are announced by Roger A. Clark, general agent Northwestern Mutual, general chairman.

They are Max A. Matusoff of Cleveland, leading agent last year of the Mutual Benefit Life; James A. Anwyl, general agent Phoenix Mutual Life in Buffalo, on "Planned Conversations"; R. B. Coolidge, superintendent of agencies Aetna Life, "Programming," and George H. Harris, public relations officer Sun Life of Canada, "Broad Principles of Salesmanship."

A talking motion picture, "Word Magic," prepared by Elmer Wheeler, sales consultant, will be presented. Another unusual offering will be a dramatic pantomime, "Courthouse Dollars," written by Laflin C. Jones, agency department, Northwestern Mutual. It depicts the disposition of an estate diminished by various claimants, and shows the role of life insurance in succoring the dependents of the deceased. A. F. Randolph, supervisor Penn Mutual, will be in charge of the presentation.

Columbus, O.—P. O. Ferrel, vice-president and general sales manager of the Real Silk Hosiery Co., Indianapolis, spoke on salesmanship.

Chicago—W. W. Jaeger, vice-president Bankers Life of Des Moines, will speak at a luncheon meeting Oct. 12 on "Looking Ahead." Sara Frances Jones, Equitable Society, will address the women's division Oct. 14 at a luncheon in Central Y. M. C. A. on "Why Business Insurance." Agnes Bruder and Joy M. Lindens, association executive secretary, will give highlights of the Houston annual convention of the National Association of Life Underwriters.

Chattanooga, Tenn.—J. H. Hardy, C. P. A. and tax expert, spoke on "Life Insurance and Taxation." In the absence of President D. A. Park, New England Mutual, Vice-President Terry Archer, National Life & Accident, presided.

Wichita, Kan.—E. H. Watson, Mutual Life of New York, the new president, was in charge of the first semi-monthly

luncheon meeting. John H. Floyd of Arkansas City, member of the state executive committee, scheduled speaker, was unable to be present and the program was converted to showing of a movie film depicting the work of the agencies of the Wichita Community Chest. The executive committee announced by Mr. Watson includes R. G. Cunningham, Metropolitan; Wilbur Loveland, Equitable of Iowa; L. R. Porter, Lincoln National; L. B. Brown, Travelers; L. B. Rymp, Aetna; Elmer Moore, New York Life; James Caldwell, Dunlap, Johnston & Priest, the retiring president; Secretary Don Mitchell, New York Life, and Mr. Watson.

Greenville, S. C.—R. B. Hull, managing director National association, was guest of honor at a breakfast here which drew agents from many places in South Carolina.

Jacksonville, Fla.—A. M. Anderson, past president Los Angeles association, spoke here at an all-day meeting designed as a concentrated training course. President J. B. Webster presided.

Detroit—G. Howard Ferguson, president of the Crown Life of Toronto, spoke at the first fall meeting. President J. H.

Kennedy, Equitable Society, gave a report of activities at the National convention.

Following the luncheon meeting, President Jack Rabinovitch, Flint, Northwestern Mutual, called a conference of officers and directors of the Michigan State association, at which plans for the year's activities were discussed.

Northern New Jersey—The next luncheon-meeting will be held in the Newark Athletic Club Oct. 10. The executive committee will hold a brief session prior to the meeting.

At a luncheon meeting in Newark Michael N. Chanalis, a well known attorney, was made counsel for the association. Mr. Chanalis graduated from the Columbia University and was admitted to the New Jersey Bar in 1913.

Lincoln, Neb.—At the opening fall meeting S. C. Waugh, executive officer of the First Trust Company, said insurance has met the acid test and has exceeded the hopes and expectations of its friends. Despite the darkened agricultural outlook, he declared there will be business available for intelligent and industrious life underwriters.

Mason City, Ia.—Life policies are the principal determinant of inflation by the United States government, George E. Albee, Mason City, asserted at a meeting here. Insurance men from a dozen north Iowa towns attended. Inflation, Mr. Albee said, in effect would reduce

Aggressively Developing State of Illinois Offering Unusual Agency Opportunities

Liberal First Year Commission and Non-forfeitable Renewal Commissions

Assistance in the Field

Home Office Co-operation

GLOBE LIFE INSURANCE CO. OF ILLINOIS

WM. J. ALEXANDER, President
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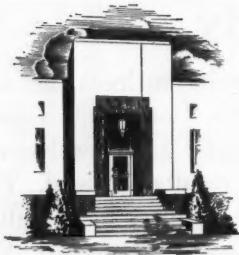
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the value of life policies, which would affect adversely practically the entire voting group and would be extremely unpopular. This is what influences the administration against inflation, which might possibly appear advantageous from other sides, he said. Walter J. Walker, president, presided.

Baltimore—New officers elected at the annual meeting are: President, N. H. Long, Sun Life of Canada; first vice-president, W. H. Saitta, Metropolitan; second vice-president, L. V. Godine, Penn Mutual; secretary-treasurer, G. R. Robertson; directors, E. J. Clark, Jr., John Hancock; G. A. Donoghue, New York Life; C. R. Freeman, Equitable Society; J. P. Graham, Aetna Life; F. G. LaMotta, Massachusetts Mutual, and T. J. Mohan, Eureka-Maryland. J. H. Hopper, retiring president, presided. It was decided to join the new Middle Atlantic regional unit.

The Washington and Cumberland groups are affiliated with the Middle Atlantic regional unit of which Paul Primm is president. The heads of the several groups are made vice-presidents, they being Mr. Kramer of Cumberland and Robert Griswold, Washington. G. S. Robertson, secretary-treasurer Baltimore association, also is the secretary-treasurer of the unit.

Memphis, Tenn.—Chester O. Fischer, vice-president Massachusetts Mutual Life, spoke at the first fall meeting.

Cleveland—Paul Speicher, Research & Review Service, spoke on the democracy of life insurance.

Rene Banks, chairman of the committee working to bring the 1940 National association convention to Cleveland, told of the city's ambitions to play host two years hence. The invitation of Cleveland was tendered at the National convention in Houston by Vernon Kroehle and H. G. Wischmeyer.

Warren Smith, president of the Cleveland association, outlined plans for the year. Educational courses have been started, to carry through to Dec. 19.

Fort Wayne, Ind.—A. H. Kollenberg, Mutual Benefit Life, Grand Rapids, Mich., addressed the first fall meeting.

Dayton, O.—A "Make a Will Campaign" has been planned for Oct. 1 to Thanksgiving Day, Nov. 24, W. T. Trump, Midland Mutual, serving as chairman of the campaign. In connection with the campaign, an informative chart has been prepared showing the distribution of real estate and personal property in Ohio of persons dying without a will.

Toronto, Can.—Paul Orr, Jr., assistant manager Guardian Life in New York City, gave the address on "Building a Permanent Clientele." He was made brokerage supervisor for the Bragg agency, then supervisor and assistant manager this year.

Buffalo, N. Y.—The difference between success and failure, measured mathematically, is only about 15 percent, Paul Conway, Syracuse, said in a talk at the first fall meeting. He is general agent John Hancock Mutual, Syracuse. He said if men would determine they would better their performance by a mere 5 or 6 percent, they would be halfway on the road to being a leader.

Salt Lake City—A banquet meeting opened the fall season. Frank Mozley was chairman. Principal speakers were J. R. Clark, Jr., first counselor in the first presidency of the L. D. S. church, and Commissioner Neslen of Utah.

J. D. Spencer was toastmaster, C. R. Marcusen spoke briefly and F. J. Wagstaff, association president, welcomed guests.

Montreal—A meeting was held this week at which the speaker was C. F. Dunfee, manager Great-West Life's Toronto No. 1 branch. He started in life insurance at Regina for the Great-West Life and became a leading producer. While he carried the rate book he produced more than \$5,000,000 of new business.

Oakland-East Bay, Cal.—A detailed explanation of the "Thirty Dollars Every Thursday" pension plan which will appear on the November ballot in California, was presented at a luncheon meeting by J. E. Drew, executive secretary "California Crusaders." Gerald Whitaker, manager Oakland office Travelers, association president, presided. Plans are under way by the women un-

Honor O. Sam Cummings at Luncheon in Dallas

DALLAS, TEX.—Holgar J. Johnson, newly elected president of the National Association of Life Underwriters, and other members of the official staff of the organization joined Dallas business, professional and insurance men in paying tribute to O. Sam Cummings, retiring president, at a luncheon here Monday. More than 100 leading Dallas citizens attended the affair. Earle B. Smyth, president Fidelity Union Life, presided. General agents and field men from several states were in attendance.

Insurance men in brief addresses told what the National association had accomplished under the administration of Mr. Cummings and how the Dallas man for years has worked with the state and National associations for the improvement of the agents' position and the business in general.

Business men told the insurance representatives something about Mr. Cummings as a business man and a Dallas resident, a city booster and civic worker.

Mr. Cummings predicted bigger and better things for the state and National associations, the insurance companies, the agents and the millions in the United States who own life insurance.

derwriters of the San Francisco association to have Mr. Drew deliver a similar talk at their meeting scheduled Oct. 6.

Minneapolis—Paul Zerrahn, manager estate planning division Phoenix Mutual Life, talked on means and methods whereby the average agent can interest the large unit buyer of life insurance. These purchasers, more than ever before, are aware of the inherent problem of placing their estates in proper condition to meet inevitable tax demands, yet have not become aware of life insurance as an investment especially fitted to fill this need, he said. The talk was illustrated with case records taken from personal experience. L. L. Lynch, association president, general agent John Hancock, presided. Mr. Zerrahn was introduced by Faulkner Thomas, general agent Phoenix Mutual.

Jackson, Mich.—Policies for the coming year were outlined at the first directors' meeting. It was decided to name month-to-month program chairmen. C. J. Sparks, E. J. Engle and A. E. Mason were picked by President H. V. Yocom to take charge of programs for October, November and December, respectively. H. A. Reece was chosen membership chairman; E. J. Engle, better practices; C. J. Sparks, legislative, and publicity; C. R. Gray and Harold Frank. The next meeting will be Oct. 10.

Saginaw, Mich.—Value of the state association to members was brought out in a talk by Jack Rabinovitch, Flint, president Michigan organization. Legislative studies on state and national basis, he said, are among the most important functions of the agents' organizations.

Omaha—Isaac S. Kibrick, New York Life, Brockton, Mass., said insurance can play an important part in the complex situation today if the agents become aware of the social scene and apply their specialized knowledge to it.

Wood Succeeds Finlayson

SAN FRANCISCO—J. H. Wood has been appointed general agent for Columbian National Life here succeeding Harold Finlayson, who will engage in personal production. Mr. Wood for years was general agent for Union Mutual, prior to its withdrawal from the state. Lately he has been manager life department Campbell, Okell & Co., a brokerage firm.

At the primary election in Newark **Chester M. Thompson**, cashier of the John A. Ramsey agency there for the Connecticut Mutual Life, was elected a county committeeman.

NEWS ABOUT LIFE POLICIES

BY J. H. RADER

New Policies, Premium Rates, Dividends, Surrender Values, and all Changes in Policy Literature, Rate Books, etc. Supplementing the "Unique Manual-Digest" and "Little Gem," Published Annually in May and March respectively. PRICE, \$5.00 and \$2.50 respectively.

New Table of Yields Given

Guaranteed interest on proceeds of policies left with the company will be reduced Jan. 1 to 2½ percent by a considerable number of companies. This means that many agents will be busy closing up their cases before the reduced settlement option rates take effect.

The difference in yield between 3 percent and 2½ percent is, of course, one-sixth. This is a serious diminution of the income provided for the beneficiary. Hence agents who have cases pending have a powerful closing argument in the contemplated reductions.

Life insurance returns will, of course, be compared with savings bank returns. An interest rate as low as 2 percent is not uncommon on savings bank accounts. In order to make comparisons with various types of investments, an agent needs the calculations of yield on various rates from 2 percent upward.

The Little Gem Life Chart, published

by THE NATIONAL UNDERWRITER, has contained tabulations of yields at 3 percent, up to 4½ percent. Herewith are presented new tabulations, showing the yield at 2 percent and 2½ percent, and for convenience the new showings are combined with the old.

The calculations herewith are on the usual basis, which assumes that none of the interest was earned at the beginning of the year, and all of it was earned at the end of the year. Therefore, the income is discounted one-half year. For example: 2 percent interest on \$10,000 is \$200, which if divided by 12 would be given a monthly return of \$16.67. Discounting the \$200 at 2 percent for one year would mean \$4, but it is discounted for only a half year. Hence, \$2 is deducted from the \$200, and the balance, \$198, divided by 12, gives a monthly yield of \$16.50.

The comparative table follows:

Monthly Yields From Interest Only

Capital	of	2%	2½ %	3%	3½ %	3¾ %	4%	4½ %
\$ 1,000	\$ 1.65	\$ 2.05	\$ 2.46	\$ 2.87	\$ 3.07	\$ 3.27	\$ 3.67	
2,000	3.30	4.10	4.92	5.74	6.14	6.54	7.34	
3,000	4.95	6.15	7.38	8.61	9.21	9.81	11.01	
4,000	6.60	8.20	9.84	11.48	12.28	13.08	14.68	
5,000	8.25	10.25	12.30	14.35	15.35	16.35	18.35	
6,000	9.90	12.30	14.76	17.22	18.42	19.62	22.02	
7,000	11.55	14.35	17.22	20.09	21.49	22.89	25.69	
7,500	12.38	15.38	18.45	21.52	23.02	24.54	27.52	
8,000	13.20	16.40	19.08	22.96	24.56	26.16	29.36	
9,000	14.85	18.45	22.14	25.83	27.63	29.43	33.03	
10,000	16.50	20.50	24.60	28.40	30.70	32.74	36.70	
12,000	19.80	24.60	29.52	34.44	36.84	39.24	44.04	
14,000	23.10	28.70	34.44	40.18	42.98	45.78	51.38	
15,000	24.75	30.75	36.90	43.05	46.05	49.05	55.05	
16,000	26.40	32.80	39.36	45.92	49.12	52.32	58.72	
18,000	29.70	36.90	44.28	51.66	55.26	58.86	66.06	
20,000	33.00	41.00	49.20	57.40	61.40	65.40	73.40	
25,000	41.25	51.25	61.50	71.75	76.75	81.75	91.75	
30,000	49.50	61.50	73.80	86.10	92.10	98.10	110.10	
35,000	57.75	71.75	86.10	100.45	107.45	114.45	128.45	
40,000	66.00	82.00	98.40	114.80	122.80	130.80	146.80	
45,000	74.25	92.25	110.70	129.15	138.15	147.15	165.15	
50,000	82.50	102.50	123.00	143.50	153.50	163.50	183.50	
75,000	123.75	153.75	184.50	215.25	230.25	245.25	275.25	
100,000	165.00	205.00	246.00	287.00	307.00	327.40	367.00	

Insurance or Capital Needed to Produce Income from Interest Only

Monthly	Income	2%	2½ %	3%	3½ %	3¾ %	4%	4½ %
\$ 5,000	\$ 3,030.30	\$ 2,430	\$ 2,027	\$ 1,742	\$ 1,629	\$ 1,527	\$ 1,361	
6,000	3,636.36	2,916	2,433	2,090	1,955	1,833	1,633	
7,000	4,242.42	3,402	2,838	2,438	2,280	2,138	1,905	
8,000	4,848.48	3,888	3,244	2,787	2,606	2,444	2,177	
9,000	5,454.55	4,374	3,649	3,135	2,932	2,749	2,449	
10,000	6,060.61	4,860	4,055	3,483	3,258	3,055	2,721	
12,500	7,575.76	6,075	5,068	4,354	4,072	3,818	3,402	
15,000	9,090.91	7,290	6,082	5,225	4,886	4,582	4,082	
16,000	9,696.97	7,776	6,488	5,573	5,212	4,887	4,354	
17,000	10,303.03	8,262	6,893	5,921	5,538	5,193	4,626	
18,000	10,909.99	8,748	7,298	6,270	5,863	5,498	4,898	
19,000	11,515.15	9,234	7,704	6,618	6,189	5,804	5,170	
20,000	12,121.21	9,720	8,109	6,966	6,515	6,109	5,442	
25,000	15,151.15	12,150	10,137	8,708	8,143	7,637	6,803	
30,000	18,181.82	14,580	12,164	10,450	9,772	9,164	8,164	
35,000	21,212.12	17,010	14,191	12,191	11,401	10,691	9,524	
40,000	24,242.42	19,440	16,219	13,933	13,030	12,218	10,885	
45,000	27,272.73	21,870	18,246	15,675	14,658	13,746	12,246	
50,000	30,303.03	24,300	20,274	17,616	16,287	15,273	13,606	
60,000	36,363.64	29,160	24,328	20,899	19,544	18,328	16,327	
70,000	42,424.24	34,020	28,383	24,383	22,802	21,382	19,049	
75,000	45,454.55	36,450	30,410	26,124	24,430	22,910	20,409	
80,000	48,484.85	38,880	32,438	27,866	26,059	24,437	21,770	
90,000	54,545.45	43,740	36,492	31,349	29,316	27,491	24,491	
100,000	60,606.06	48,600	40,547	34,832	32,573	30,546	27,212	

Pathfinder Life Brings Out Family Group Contract

A family group policy on the 20 pay life plan, covering all ages from birth to 60, is being placed on the market by the Pathfinder Life of Grand Island, Neb. The policy can be written on the husband, wife and all the children, only one application being necessary, this be-

ing signed by the father if living and insurable; if not insurable, the mother may sign as head of the family.

The policy is written in a minimum amount of \$1,000 on two applicants; \$2,000 minimum if four or more applicants. On children under 5 years of age, graded death benefits apply as provided by statutes.

It is a full participating policy, with dividends after the end of the second

policy year. Illustrative premium rates are:

Age	Annual	Age	Annual	Age	Annual
0	\$2.22	21	\$2.54	41	\$3.83
1	2.21	22	2.59	42	3.93
2	2.19	23	2.63	43	4.04
3	2.16	24	2.68	44	4.15
4	2.13	25	2.72	45	4.27
5	2.10	26	2.77	46	4.39
6	2.09	27	2.82	47	4.52
7	2.10	28	2.88	48	4.66
8	2.12	29	2.94	49	4.81
9	2.14	30	2.99	50	4.97
10	2.24	31	3.05	51	5.14
11	2.27	32	3.12	52	5.32
12	2.30	33	3.18	53	5.51
13	2.33	34	3.25	54	5.71
14	2.36	35	3.32	55	5.93
15	2.32	36	3.40	56	6.17
16	2.35	37	3.48	57	6.42
17	2.39	38	3.56	58	6.69
18	2.42	39	3.64	59	6.98
19	2.46	40	3.73	60	7.30
20	2.50

Expect Two Texas Companies to Go on 5 Percent Basis

Word has gotten around in Texas that at least two of the Texas life companies will soon announce that effective Jan. 1, new policies will provide for 5 percent instead of 6 percent interest on policy loans. One of these companies is said to be one of the most important of the Texas institutions. This may come as something of a bombshell to executives of some of the middle western and southern companies, inasmuch as sentiment had pretty well crystallized among such officials in favor of deferring decision on this matter, until it can be determined whether the action of the eastern companies in going on a 5 percent basis will put the middle western and southern companies at a competitive disadvantage. Whether the rumored action of the Texas companies will cause officials of other companies to waver remains to be seen.

Girard's New Term Forms

PHILADELPHIA—Beginning Oct. 1 the Girard Life is issuing 15 and 20-year convertible term policies in addition to the 5 and 10-year convertible term policies already written. The term policies are convertible before age 60 without evidence of insurability to ordinary life, limited payment or endowment forms. The 5-year term is convertible within four years, the 10-year term within seven years, and the 15 and 20-year terms within 10 and 15 years respectively.

Drops Participating Annuities

All applications for single premium immediate annuities received at the home office of Union Central on or after Sept. 20 have been issued on the non-participating basis at rates based

on the new standard table. No announcement is made of the reason for this move but it is presumed that the company has considered the participating annuity plan as a safety measure to be used only during the period when the annuity situation was in a more or less unsettled state. Now that the new standard table has been calculated on what is considered a safe, conservative basis, the company is going back to the non-participating plan.

Fred W. Hoch, Marion, O., agent of the Ohio State Life, has completed three years of consecutive weekly production.

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NEWS OF THE COMPANIES

Take Over Western American

New Mexico Company Goes to Republic National of Dallas, Which Is Making Expansion

DALLAS — Republic National Life of Dallas has taken over the business and assets of Western American Life of Albuquerque, N. M., under a contract which has been approved and filed, it is announced by T. P. Beasley, president of Republic National Life.

The transaction adds about \$4,000,000 additional business to that of Republic National, bringing total insurance in force to more than \$25,000,000, and adds \$240,000 more to their assets. Through an exchange of stock of Republic National for Western American assets and business, the paid-in capital of Republic National was increased by the issuance of 4,440 shares, making the total outstanding capital \$206,740. The transaction adds \$70,000 to surplus of Republic National, bringing that item to \$200,000.

This is another step in the program outlined by President Beasley since the purchase by him and his associates of Republic Life of Dallas in March, 1937. At that time he announced a goal of \$50,000,000 by 1940.

Mr. Beasley states that other plans which are well under way assure the goal of \$50,000,000 by 1940.

Western American Life, as of Dec. 31, 1937, reported assets \$222,877, policy reserve \$37,542, capital \$100,000, and net surplus \$42,622. Income during 1937 was \$164,897 and disbursements \$133,995. Insurance in force was \$3,493,796.

Western American was organized in 1935. It operated in New Mexico and Arizona. Prager Miller was president; C. A. Callender, secretary and J. D. Carroll, agency director.

Mr. Miller will remain in the Albuquerque office as vice-president in charge of New Mexico and Arizona.

Government Personnel Examined

In the report of examination of the Government Personnel Mutual Life of Ft. Sam Houston, Tex., the examiners say: "The general condition of this company on the date of this examination reflects to its credit." The report contains no criticism of the company or its methods. From July 1, 1937, to June 30, 1938, the net gain in insurance in force was \$552,869. Total admitted assets are \$51,527, with surplus of \$10,924 above liabilities.

Due to the death of the secretary-treasurer last January and of the president in May, the company was delayed in getting the usual information to the Unique Manual-Digest in time for inclusion in that publication.

Special Deposit Set Up

LINCOLN, NEB.—Insurance Director Smrha has returned from Dallas, where he negotiated an agreement that resulted in the dismissal of an appeal taken by policyholders of the American Annuity of Omaha from his order allowing it to be merged with the Republic National Life of Dallas. The Texas company has set up as a special deposit for protection of all policyholders in the Omaha company the \$600,000 of reserves taken over.

Kennedy's Scope Enlarged

H. H. Kennedy, who was connected with the secretary's department of the Volunteer State Life, has been made agency auditor. He went with the company in 1922. Recently he has had supervision of the renewal division.

Illinois department in its report of the examination of the Bloomington Peoples Burial of Bloomington, Ill., as of May 31, shows assets \$1,348 with no liabilities. On Dec. 31, 1934, it had 868 members. Since that date the report says the membership has been constantly decreased due to the failure of the management to secure new members.

Waite Is Now the Actuary

Takes Official Position with the United American Life of Denver—Names of the Directorate

Jay D. Waite, formerly of Wichita, Kan., who has served as actuary for the Farmers & Bankers Life of that city, the United Life of Salina, Kan., and consulting actuary for other companies, becomes actuary of the United American Life of Denver with home office in the Colorado National Bank building. V. L. Tickner resigned as president in August to give his entire time to the Great Eastern Mutual Benefit of which he had been secretary. He had a small financial interest in the United American Life. No one has yet been elected president of the United American Life but it has a well balanced executive committee which was appointed by the directors to take charge of all administrative matters. It meets every week. A. M. Quaintance is executive vice-president and has charge of the sales department. He is also president of the Fidelity Protective Mutual which writes health and accident insurance. S. T. Wallbank of the legal firm of Davis & Wallbank of Denver is general counsel of the United American Life, he also being a director and counsel of the Bankers National Life of Montclair, N. J.

The United American Life qualified by filing the required deposit in United States government securities. C. E. Lien is secretary and treasurer. The directors are as follows:

A. J. Maddux, assistant cashier, First State Bank, Alamosa, Colo.; Elmore Petersen, dean, School of Commerce, University of Colorado, Boulder, Colo.; Dr. George H. Gillen, medical director, physician and surgeon, Denver; Aksel Nielsen, general manager loan department, Title Guaranty Co., Denver; C. A. Norgren, president, C. A. Norgren Co., Denver; Floyd R. Pool, general manager, McNeil Coal Corp., Denver; J. W. Jeffers, clerk, City of Delta, Delta, Colo.; H. M. Balmer, mortician, Fort Collins, Colo.; L. L. Finley, engineer, State of Colorado, Glenwood Springs, Colo.; M. L. Thompson, president, Associated Farms, vice-president, H. L. Gee Mfg. Co., Los Angeles; R. E. Hauser, manager, Western Colorado Power Co., Montrose, Colo.; Dr. L. C. Taylor, dentist, Grand Junction, Colo.; Carl Quarnberg, president, Tri-State Milling Co., Rapid City, S. Dak.; Dr. E. E. Johnson, Cortez, Colo.; C. E. Lien, secretary and treasurer, Fidelity Protective Mutual, Denver; A. M. Quaintance, president, Fidelity Protective Mutual, Denver.

The Security National Life of West Memphis, Ark., has been consolidated with the Morticians Insurance Service and the Tennessee Valley Life of Memphis, Tenn.

Capacity Drive Results in Rochester, N. Y., 17% Increase

Believing it possible to overcome the customary summer slump in life insurance production the Rochester Life Underwriters Association promoted a "Capacity Drive" in August with the result sales were 17 percent ahead of August, 1937. Twenty-five general agents and managers contributed prizes for winners in the month.

Each office arranged a separate campaign on any basis that the individual general agent or manager desired. The 25 winners, one from each contributing office, were entertained by the Rochester association at a clambake starting off the fall and winter program. Prizes were awarded at the clambake. It is planned to make the capacity drive an annual affair sponsored by the Rochester association.

INDUSTRIAL

Colonial Life Convention

Sessions of Agency Rally Were Held at Virginia Beach and Also on Board Ship

Colonial Life held its convention in Virginia Beach, Va. The first session was held on the S. S. St. John.

President E. J. Heppenheimer, and Vice-president C. F. Nettleship extended greetings at the business luncheon. After special announcements were made by R. B. Evans, assistant secretary, papers were read by Manager Reuben Hill of Easton on "The Importance of Low Arrears," and Manager George Jennings of Uniontown, on "Finding the Productive Field."

At a dinner meeting Assistant Manager George Kimmel of Allentown read a paper on "Two-Fisted Performance" and Assistant Manager John P. Brown of Greensburg read a paper on "The Importance of Assistant's Leadership in the Development of Successful Agents."

At the banquet President Heppenheimer gave an address. Patrick Hughes of Yonkers, the oldest agent in point of service, gave a talk, "My Forty Years a Colonial Man."

On the return trip on board the S. S. George Washington, the luncheon was addressed by Angelo Carpenter of Mt. Vernon, on "Why I Am the Company's Leading Ordinary Producer," and by Frederick Carbone of Millville, "Why I Am the Company's Leading Industrial Producer."

Beside fine weather and a good program, the deck sports offered additional pleasure and as a climax the luncheon was addressed by Vice-president Nettleship on "The Company's Charge."

American L. & A. New Form

American Life & Accident has brought out a new class "A" policy providing \$50 principal sum for each 5 cents a week premium, to all ages from 1 to 49, and \$40 from ages 50 to 54. The weekly benefit is the same as under the old policy except that 50 percent additional benefits are paid for reimbursement of hospital expenses, for a period of 10 weeks, in addition to the regular indemnity.

Beery Is Honored

EVERETT, WASH. — Charles M. Beery, who is retiring after 25 years of service with the Metropolitan Life, was honored at a banquet. He entered the Metropolitan service in Seattle in 1913. He was transferred to Wenatchee as assistant manager later coming to Everett as manager.

White General Chairman of Life Advertisers Rally

Nelson A. White, Provident Mutual, has been named general chairman for the convention of the Life Advertisers Association in Atlantic City this fall. Serving with Mr. White will be Earl Trangmar, Metropolitan Life, whose responsibility will be the entertainment features; Carleton H. Loebel, Presbyterian Ministers Fund, printed program; and C. Sumner Davis, Provident Mutual, hotel arrangements.

Leonard Kiesling, Continental American Life, is chairman of the exhibits committee. Vice-chairman is Alfred H. Cooper, Provident Mutual. Other members are: R. C. Berger, Connecticut Mutual; C. R. Noyes, Phoenix Mutual; F. R. Brauer, Home Benefit; Edward Morton, North American Life of Toronto, and Alan M. Kennedy, Northwestern National.

Foster Named at Peoria

The Mutual Life of New York has appointed W. D. Foster district manager in charge of Peoria, Ill. working under the general agency at Davenport, Ia.

September 30, 1938

LIFE INSURANCE EDITION

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LEGAL RESERVE FRATERNALS**Aid Association Field Force Forms Wisconsin Group**

APPLETON, WIS.—Forty Wisconsin representatives of Aid Association for Lutherans met here to organize the Wisconsin Fraternal Life Underwriters Association of that fraternal, which has home office here. A. O. Benz, Aid Association president, addressed the group. Purposes are to support and maintain principles and advance public knowledge of legal reserve fraternal life insurance, promote ethical conduct among fraternalists and create and maintain sound public opinion. Officers elected are: President, H. W. R. Albrecht, Milwaukee; vice-president, W. C. Baum, West Allis, and secretary-treasurer, Erwin Bertram, Milwaukee.

Drill Association Elects

KENOSHA, WIS.—About 600 women representing Royal Neighbors lodges in Wisconsin attended the first annual conference of the Wisconsin Competitive Drill Association of the fraternal here. In competitive drill teamwork Kenosha chapter won first place, Forest Camp charter, Milwaukee, second. The latter camp will be host at the annual meeting next year. Mrs. Anna Pfeffcorn, Milwaukee, was elected president; Mrs. Emma Klatt, Waukesha, vice-president; Mrs. Anna Waterstradt, Kenosha, treasurer, and Mrs. Kathryn Hausman, Milwaukee, secretary. Supreme officers attending as guests included Mrs. Grace McCurdy, Davenport, Ia., head of the society; Mrs. Clara Hoyt, receiver, and Mrs. Ella Rexwinkle, state supervisor.

H. L. Ekern Wins in Primary

Herman L. Ekern of Ekern & Meyers, insurance law firm of Chicago and Madison, Wis., who for several months has been lieutenant-governor under appointment by Governor LaFollette of Wisconsin, was the successful candidate for the Progressive party nomination for the U. S. senate from Wisconsin. He is a former Wisconsin insurance

commissioner and attorney-general. Mr. Ekern supported the late Senator Robert M. LaFollette, Sr., in the early progressive movement. In recent years he had not been active in politics until his appointment, devoting his time to his law and counseling service, and also to fraternal insurance interests. He is president of the Lutheran Brotherhood, a fraternal society.

Commemorate 25th Year

MILWAUKEE—A membership drive commemorating the silver anniversary of founding of Mooseheart Home for families of deceased members of the Loyal Order of Moose was opened by Milwaukee Lodge No. 49 at a dinner meeting attended by 350 members. M. R. Giles, secretary from Mooseheart; W. F. Tannhauser, dictator Milwaukee lodge, and Elmer Adams, chairman local membership drive, spoke.

Albert P. Fritsch Dead

Funeral services for Albert P. Fritsch, 53, treasurer Catholic Family Protective, Milwaukee, were held at St. Leo's church. Mr. Fritsch died at his home after a long illness.

Foster Farrell on Vacation

Foster F. Farrell, secretary-manager National Fraternal Congress, Chicago, is on a vacation with his wife at Lake Okoboji, Ia., and expects to return to Chicago next week.

Valuations Committee Meets

The National Fraternal Congress committee on security valuations held a meeting in Chicago this week with Chairman J. V. Abrahams of the Security Benefit presiding. Frances D. Partridge, Woman's Benefit, Port Huron, Mich., vice-president of the N. F. C., attended.

Claimant Need Not Wait 90 Days

The law of a fraternal society that no legal proceedings may be brought within 90 days after proof of death does not require a claimant to wait that long if the society rejects the claim entirely by tendering return of all dues paid when proof was filed. This was the decision of the Pennsylvania superior court, western district, in holding for the claimant in the case of First National Bank of McKeesport vs. United Russian Orthodox Brotherhood of America.

MANAGEMENT**Prudential Managers Meet**

Managers representing 14 mid-western ordinary agencies of the Prudential held a meeting in Chicago which was attended by George H. Chace, vice-president, and Sayre MacLeod, Jr., supervisor of ordinary agencies, western group, out of the home office. Mr. Chace presided. The all-day session was devoted to discussion of means of business development and of the Prudential's new correspondence course which has just been distributed to the field. A. Van Goldman, manager Insurance Exchange ordinary agency, was in charge of arrangements for the meeting. W. S. Fuller, the other ordinary manager in Chicago, attended.

Discuss \$30 on Thursdays Plan

SAN FRANCISCO—The General Agents & Managers Association met to discuss the "Thirty Dollars Every Thursday" scheme and other proposed legislation which was outlined by Arthur S. Holman, Travelers' manager, chairman of the legislative committee of the San Francisco Life Underwriters Association. A proposition to raise the dues of general agents and managers to bring them into line with

those charged by other associations was presented by R. J. Shipley, general agent Northwestern Mutual Life, former chairman of the association, and Paul Webber, general agent Lincoln National Life, chairman of budget committee. Highlights of the Houston convention were presented by H. Kenneth Cassidy, general agent Pacific Mutual Life, who served the association as national executive committeeman in the absence of James M. Hamill. Membership plans were outlined by Harry V. Montgomery, general agent State Mutual Life, chairman of the membership committee.

Table, will be the speaker Oct. 3. Nov. 14 at a dinner meeting L. M. Buckley, Provident Mutual, will speak, and Feb. 3 Louis Behr, Equitable Society, originator of the famous Behr prospecting system published by the "Diamond Life Bulletins." President Paul W. Cook extended invitations to attend the October meeting to all agents who have started their C. L. U. work or taken one or more of the examinations.

TO START CHICAGO C. L. U. COURSE

The C. L. U. course in Northwestern University school of commerce, Chicago, has just started under direction of D. M. Phipps, Hobart & Oates agency Northwestern Mutual Life, chairman of the educational committee Chicago chapter C. L. U. Mr. Phipps conducts the course and is a lecturer. This course is a four-year program preparing for the C. L. U. examinations. A C. L. U. review course will start Oct. 25. The registration this year is about 30 percent greater than last year, Mr. Phipps reports. The faculty includes W. N. Hiller of Stumes & Loeb, Penn Mutual, past president Chicago C. L. U. chapter; and R. L. Davis, assistant insurance director of Illinois.

The series was arranged by R. D. Hinkle, Equitable Society, and D. M. Phipps, Northwestern Mutual, chairman of program and educational committee, respectively.

BOYD IN CHARGE OF GROUP

Bert Boyd of the Northwestern Mutual Life is in charge of the C. L. U. study group, Kansas City, Mo., which will be taught by O. J. Neibel of the Penn Mutual, beginning in October.

UNIVERSITY OF RICHMOND COURSE

A course leading to the C. L. U. degree is being offered by the University of Richmond's evening school of business administration this session. It will be conducted by H. R. Hill, C. L. U.,

PROGRESS

IN THE EARLY DAYS OF FRATERNAL INSURANCE THE AVERAGE SOLICITOR WROTE A VAST NUMBER OF MEMBERS ON THE SINGLE APPEAL OF JOINING THE LODGE. TO-DAY THE FRATERNAL INSURANCE SALESMAN HAS THE BENEFITS OF LIFE INSURANCE AS WELL AS THE FRATERNAL AND LODGE ADVANTAGES TO PRESENT TO HIS PROSPECTS. THE SERVICE IS HIGHLY INTERESTING AND THE REWARDS ARE COMPARABLE.

**THE MACCABEES
DETROIT, MICH.**

1878 — 60th ANNIVERSARY — 1938

**SOME
PERTINENT
FACTS ABOUT
Supreme Forest
WOODMEN CIRCLE**

• Total Membership 133,030
Total Protection \$107,781,336
Written in 1937 13,041,835
Benefits Paid in
1937 1,643,312
Benefits Paid since Organization in 1895 38,799,018

Dora Alexander Talley, President
Mamie E. Long, Secretary
Home Office, Omaha, Neb.

THE WOMAN'S BENEFIT ASSOCIATION

Founded 1892
A Legal Reserve Fraternal Benefit Society
Bina West Miller Supreme President
Frances D. Partridge Supreme Secretary
Port Huron, Michigan

general agent at Richmond, for the Life of Virginia. The first semester will be devoted to life insurance, life office management; the second to instruction in health and accident, liability and compensation, fire, marine and casualty forms.

NEW OMAHA OFFICERS

The Omaha C. L. U. chapter has elected new officers: Edwin Gould, Northwestern Mutual, president; Floyd Miller, Provident Mutual, vice-president; Robert Edwards, New England Mutual, secretary-treasurer.

RECORDS

United States Life—Reports 107.5 percent increase in ordinary new paid business written in August over August, 1937. Total of all forms of business for the same period was up 104.2 percent. For the first eight months, ordinary paid business increased 44.5 percent and total paid business 38.2 percent.

Western & Southern—Ordinary in August was \$4,202,376, the largest of any month this year and an increase of \$240,000 over July. For the year to date the issue is \$25,895,994, a \$2,016,527 increase. Improvement in issue per man and persistency were noted.

Lincoln National Life—Experienced a gain of 6.9 percent in new paid business for the first eight months over the same period of 1937. Paid production gains for August amounted to 3.4 percent over August a year ago. Yearly volume paid for to date exceeds \$108,000,000; for August, more than \$14,000,000. Business

New Life Insurance Book Is Answer to Critics

A new volume designed to answer conclusively the critics of life insurance, entitled "What Price Life Insurance?" has been written by William E. Schilling, veteran life insurance man of Kansas City, and soon will be off the press.

It is a clear, interesting explanation of the legal reserve, level premium rate principle, which demonstrates that this principle employing the investment element must be used if the people are to secure the protection they need and want.

The volume is the product of more than 45 years' experience in home office and field, as agent and general agent, and also in various home office capacities with large eastern companies, including actuarial work; as organizer and executive head of a midwestern company for a number of years, and also as a writer on life insurance subjects over a long period of years.

Broad Field Experience

Mr. Schilling started as agent in LaPorte, Ind., becoming general agent of the Equitable Society. Then he was executive special agent Mutual Life of New York, home office special agent and instructor of agencies Prudential; assistant to the late John B. Lunger, actuary of the Prudential, going along with Mr. Lunger to the Travelers, and later becoming Indiana manager of the Travelers.

Mr. Schilling resigned to form the Intercean Life & Endowment of Kansas City, and was president and actuary. Then he became vice-president and general manager Republic Life of Kansas City, and when that was merged with the Pioneer Life, vice-president of the latter company, which later was merged with the Continental Life of St. Louis.

Subsequently he was from 1918 to 1925 Iowa general agent of the Union Central Life at Des Moines, and became manager of the Federal Life in Kansas City, a position he resigned to publish services for life offices. His address is 20 West 36th Street, Kansas City, Mo.

in force at the end of August was \$985,061,270, an all-time high.

Equitable Life of Iowa—Paid business in August \$3,735,883, a gain over July. Cumulative loss for year \$10,171,725, or 24.5 percent. Iowa led all states in August with \$480,726; Pennsylvania \$441,248; Ohio \$409,899; Illinois \$380,718, and New York \$267,576. R. R. Coudert, New York City, of Hoey & Ellison general agency, led field in personal production with \$81,933 in August.

Northwestern Mutual Life—The Maine general agency of A. L. & W. B. Cushman at Portland won first honors in the 1938 New England crusade in which six agencies of the company participated on the basis of increases in percentage of volume and lives during July, August and 10 days in September over three-year averages. Next in order were the general agencies of E. T. Lothgren, Providence; V. D. Griffin, Manchester, N. H.; G. B. Dorr, Hartford; B. H. Badenoch, Boston and O. F. Heyman, Springfield, Mass. Three leading producers from each agency were guests of their general agents at a meeting and outing held at Oyster Harbors, Mass. Edmund Fitzgerald, vice-president of the company, and John Hughes, assistant director of agencies, attended and addressed the sales conference.

Minnesota Mutual Life—Total of new examined business in August has been exceeded only six times since 1931. Insurance in force set a new all time high of \$220,000,000.

Lafayette Life—August was set aside as production month in tribute to President F. L. Alexander. The agents went to it and put on an extra drive. The result was the largest volume of business received during any month this year. In fact, it was the largest for any month since January, 1931.

Naval Campaign Increases Sales of Mutual Benefit

NEWARK—The 64 agencies of the Mutual Benefit Life have been engaged in "naval maneuvers" in a 15-week summer sales campaign based on the idea of the United States navy's periodic full speed run tests. As a result new paid-for business increased 8 percent. On "Review Day" every man undertook to produce an application and a total of 831 applications for nearly \$4,000,000 were submitted. The Murrell Brothers Los Angeles agency reported 163 percent of its quota to become leader among the agencies in percentage of objective attained. Louis C. Roth of the Clay Hamlin agency, Buffalo, led the company in total production, paying for \$727,500 during the 15 weeks campaign. Fifteen agencies surpassed their self-assigned quotas.

Campaign Honors Hardin

The campaign was designated the "Hardin Full Speed Run" in honor of the 15 years of the presidency of John R. Hardin. At the beginning of the run the agency organization "stood by for orders" to convert each agency into a battleship, each general agent into an admiral, each agent into a "gob." The entire navy was subdivided into seven fleets.

Mutual Benefit production for the first five months of 1938 was only 89 percent of that for the same period last year; for the first eight months of 1938 it climbed to 93 percent of 1937. In 1938 before the "run," 23 Mutual Benefit agencies showed increases over last year's business; during the "run," 37 reported improvement over 1937. The Pacific Coast group of agencies led all other regions by attaining 99.91 percent of its pledged objective.

The top 15 volume leaders were: L. C. Roth, Buffalo; G. E. O. Flock, Williamsport; Max Hemmendinger, Newark; M. M. Matusoff, Cleveland; A. R. Groenke, Cincinnati; Sidney Weil, Cincinnati; H. G. Quick, Buffalo; W. H.

VIEWED FROM NEW YORK

By R. B. MITCHELL

"Buy Brooklyn" Move Started

Borough Supervisors Association Appoints Committee to Get Local Brokers Better Acquainted with Facilities

The Brooklyn Life Supervisors Association is launching a venture calculated to make Brooklyn brokers better ac-

Sales Research Bureau and released through the New York City Life Underwriters Association, amounted to \$43,037,000 as against \$43,889,000 for August, 1937. While this represents a loss as compared with last August, it is viewed as encouraging since it is so much smaller than the losses for previous months of this year.

Emil Held Attacks Siegel

Emil Held, insurance editor of the "Jewish Examiner," and formerly correspondent for a number of insurance papers, is the author of an article in the Examiner attacking the radio broadcasts of M. H. Siegel, director of the Policyholders Advisory Council, New York City. The Siegel talks are bitterly critical of life insurance companies.

H. V. Cohen Unit Manager

Louis Gartler, manager of the Manhattan Life in the Flatiron building at New York City, announces that Harry V. Cohen has been appointed unit manager. Mr. Cohen entered life insurance with the Riehle agency of the Equitable Life in 1931, and until recently he was associated with the J. V. Davis agency of the Equitable Life in New York City as unit manager. He studied law at New York Law School. Before entering life insurance he was a manufacturer of textile trimmings.

DeLong Agency Ahead

The DeLong agency of Mutual Benefit Life in New York City had an August paid-for business of \$1,351,125 as against \$856,900 in the same month of 1937. For the first eight months the figure is \$9,741,578 as against \$8,813,550.

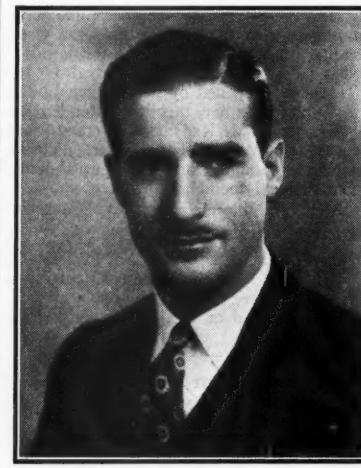
Lives paid for were 150 in August as against 118, while for the first eight months the total was 1,301 as against 1,285. Agency leader for the month and for the year to date is F. H. Jones, who paid for \$108,500 in August. S. C. Barnes led in lives paid for in August, with applications on 12 1/4 lives.

Robert R. Dearden's Death Removes Dean of the Insurance Publishers

PHILADELPHIA—Robert R. Dearden, Jr., 67, president and editor of the "United States Review," died of a heart attack at his home in Oak Lane last week. He was ill but a few hours. He had been at the office during the day and left for home about 3 o'clock. His death occurred four hours later. Three months ago Mrs. Dearden died and Mr. Dearden grieved much over the personal loss. Surviving are two sons, R. Rowland and John E. Dearden. Both are connected with the "United States Review." There are two daughters, Mrs. L. R. Snyder and Mrs. W. G. Conover, Jr., and a brother, Edward C., who is also connected with the "United States Review." Funeral services were held at the home Saturday afternoon.

Mr. Dearden had spent 50 years with the "United States Review" which was founded by his father. He was born at River Forest, Ill., a suburb of Chicago. His family moved to Philadelphia while he was young. He was educated at Rugby Academy in Philadelphia. He joined the "United States Review" when he was 17 years of age. He was well known among insurance people and had built up one of the large trade publications of the country. He possessed one of the finest collections of original editions of the Bible extant. For years he had made a study of the Bible and wrote two books on the subject, "The Guiding Light on the Great Highway" and "The Bible of the Revolution."

Funeral services for T. J. Bidwell, 76, district manager of the Aetna Life at Canton, O., personally directing his business until he died, were held there.



C. E. HAAS

quainted with the facilities of local agencies. The association feels that many Brooklyn brokers are unaware of the complete facilities available in their own borough. The project was announced by C. E. Haas, new association president, at the first meeting of the season. Mr. Haas is educational director of the Kee agency of the Mutual Life of New York. The work will be in charge of the following committee: B. A. Haas, Mutual Life; Lester Powell, Prudential; H. R. Goldberg, Travelers; and Joseph Gold, Massachusetts Mutual.

The committee will also have charge of cooperation with companies, one of its duties being to keep members advised of what various companies' practices are, so that if business cannot be placed in his own office, a supervisor can know where the particular coverage wanted can best be obtained. The information will also be valuable in programming existing insurance for prospects.

Jerome Siegel, Prudential, the retiring president said that tentative approaches to Brooklyn brokers' associations indicated that the brokers would welcome the sort of educational work that is contemplated. Mr. Haas presented to Mr. Siegel a scroll in appreciation of his work as president. It was signed by all the members.

Other committee appointments announced by Mr. Haas are: Program, R. C. Buckley, Aetna, chairman; Harold Alexander, New York Life, and C. R. Salisbury, Prudential. Entertainment: Herbert Austin, Jr., New York Life, chairman; Clive Thompson, New England Mutual, and W. P. Alexanderson, Prudential. Membership: R. C. Lomer, Aetna, chairman; Henry Widmaier, Equitable Society, and Walter McGeorge, Jr., Prudential. Constitution and by-laws: Robert Hershey, Northwestern Mutual, chairman; A. J. Lynch, Prudential, and Stanley Bonner, Mutual Life of New York.

N. Y. LOSS VERY SMALL

August life insurance production in New York City, as estimated by the

King, Cincinnati; J. D. Hibbard, Grand Rapids; W. E. Wright, Cincinnati; Michael Alperin, Boston; J. E. Clayton, Newark; M. A. Hedcock and N. E. Pinney, Detroit.

Sales Ideas and Suggestions

Extracts from Addresses of Successful Men

At the regional meeting of the Provident Mutual Life some excellent sales material was extracted from the talks.

Agency Assistant E. M. Bechtel on "Putting Plans to Work": "I remember an experience I once had in Boston. It was my first visit to that interesting city and I had spent the day wandering through the historic spots there. Late in the afternoon I found myself down by the harbor and I was attracted by the number of boats there. I must have looked like a tourist, for soon an old sailor attached himself to me and showed me around. He proved to be very entertaining and he had a wealth of information about the boats and their cargoes and the ports where they were bound, interspersing all this with tales of his own experiences at sea. It was now twilight and we were standing at the end of a pier looking out over the water. I had to be getting back to the hotel so I thanked him, gave him a tip and started to leave. He was very profuse in his thanks and became a bit wistful as he told me of his recent hard luck. But as he shook hands and said good-bye his face brightened and he smiled and said, 'But, someday my ship is coming in from out there. I'm going to have a ship of my own some day.' All I could think of to say was, 'Sure, you will, old boy, sure you will.' And as I left and looked back at him staring out over the water, the thought that kept pounding through me was, ships that are never sent out, can't come in. Ships that you never put to sea, don't come back home."

Safety and Fear Receive Comment

H. D. Kraft, Washington, on "Fear": "A man doesn't expect to die prematurely or expect to be penniless in old age, but whether he admits it or not, deep down in his heart he is afraid of both of these things."

Vice-president W. K. Wise on "Safety": "Life insurance is safe for the insured and safe for the beneficiary. But how sure is life insurance for the agent? It is safe only to the extent that he makes a good living. What a magnificent thing it would be if every agency organization could say that there were no active whole-time men in the organization who paid for less than \$100,000 a year! Such a goal is a long way off, but active steps are being taken to reach it."

H. S. Brownlee, Pittsburgh: "Two years ago a friend of mine took his four-year-old boy swimming in Lake Erie. As the big waves broke over the little fellow, his arm tightened around his father's neck, but he did not cry. He merely said, 'You wouldn't let me down, would you, Daddy?' My friend said that he would not—and he didn't! Last year he died suddenly. His life insurance estate, built at considerable sacrifice, has made it possible for that little boy and his mother to have an income of \$97.50 a month for 17 years and \$95 monthly after that. Truly, isn't that father the greatest guy in the world so far as his youngster is concerned?"

Underwriting Problems Are Discussed

Vice-president F. P. Todd on "Underwriting Problems": "The agent himself can do much to assure the ultimate acceptance of his case by supplying full information to the home office

at the start. In a recent study of 500 applications which were acted upon without delay, we found only 70 cases listed as 'not taken.' A study of 500 applications which were delayed for various reasons showed 116 cases 'not taken.'

Vance C. Lang, Cincinnati, on "Programming": "The word 'program' itself denotes correlation, orderliness. If we are to correlate, if we are to arrange the prospect's life insurance estate in an orderly manner, weaving it into our sales presentation as a basis for suggesting additional protection, certainly we must know the nature of his present life insurance and his family situation."

Agency Assistant E. A. Farrington,

Professional Atmosphere Created by Direct Mail

The coordination of direct mail and prospecting was discussed by Alice E. Roche, Provident Mutual Life, Philadelphia, before the women's session at the annual meeting of the National Association of Life Underwriters in Houston.

"For purposes of life insurance work, direct mail advertising can be classified in five categories — (1) contact campaign; (2) related interest campaign; (3) pre-approach campaign; (4) post-approach campaign; (5) series campaign," said Miss Roche.

"The contact campaign is aimed at securing replies which usually take the form of a request for some little possession, a memorandum book, for instance, with an accompanying commitment of the replier to interest in securing information usually about a particular kind of contract. There is created in this process of reply-securing an advantage in the form of activity. The agent is given a specific thing to do and such a campaign is bound to result in an increase of prospecting performance.

Related Interest Campaign

"The related interest campaign is similar to the contact campaign except that the material requested is of a nature that has an immediate and specific reference to life insurance. Some agents feel that a prospect who requests a booklet relating to life insurance is a better prospect than one who replies requesting an unrelated object. I believe that there is little difference in the attractiveness of these plans.

"The pre-approach campaign paves the way for the visit of the agent. It is fitted to a follow-up call where a complex idea is to be presented and it is carried on in small individual units rather than in a mass appeal. The pre-approach letter should not tell too much. Its effectiveness frequently lies in its power to produce interest through curiosity. The pre-approach campaign is intended to secure as favorable an entry as possible for the agent. Part of its technique is the automatic follow-up of every circularized prospect within a period, the maximum of which is conceded to be from 48 to 72 hours. It is a prestige feature capable of producing a raised morale in the agent's mind and a lessened sales resistance in the prospect's. Every name circularized must be worth the letter and the personal call.

"Importance of the Agent": "You as individuals are so important that at least 70 percent—and quite probably 80 percent to 90 percent—of your business will come to you for no other reason in the world than the fact that you are you."

H. A. Frishkorn, Pittsburgh, "Value of Silence": "One of the first things I learned in this business was when to talk and when to keep quiet and wait for an answer."

Advertising Manager N. A. White: "Does it help to send a direct mail letter to your prospects before you call on them? You bet it does! Sometime ago we helped an agent in Philadelphia prepare some 'pre-approach' letters for 168 persons. In a year and a half he has sold 19 of them—a total of \$112,000 of paid business. It also helps in many cases to send a letter after your call, summarizing the interview and increasing your prestige. Such letters arrive when a prospect's sales resistance is at a low point, and are frequently helpful in making the

"The post-approach campaign is coming into increasing favor. It offers an advantageous tie-up after an interview. It gives an acceptable means of keeping interest and contact alive when personal calls might be a detriment.

"The series campaign offers an abundance of opportunity. It educates prospects to the uses of life insurance; breaks down sales resistance on the promise that vulnerability exists somewhere in the prospect's mind, and that sooner or later, by a process of appropriate and timely appeals, that point of vulnerability will be reached; makes the letters a body of junior salesmen who keep an agent in a prospect's or a policyholder's mind, especially when his competitors call; establishes effective and continuous contacts with policyholders with a definite view to increasing business and preventing lapsation.

"The intervals for the sending of messages should be long enough to prevent any impression of mail pressure and yet short enough to enable a continuity of appeal to have its effect. The recipient should have an opportunity presented to reply. Action should always be induced.

"Direct mail should be adopted as a sales aid in time conservation because it will enable me to increase the number of contacts I make without increasing proportionately any expenditure of time and energy. It will put hundreds of dollars a year into my pocket by saving my time in telling my prospect three things—who I am, what I represent, and why I am there, and it will frequently tell these things more effectively and more delicately than I can."

"Direct mail is an aid in the organization of effort because it can improve the ratio of my interviews to calls and my sales to interviews. It will enable me to make frequent calls on policyholders and prospects without jeopardizing the delicacy of acquaintance.

"Direct mail is valuable in connection with the organization of material because it will enable me to keep as large a list as I want supplied regularly with vital messages, thus providing for me at all times an inexhaustible source of canvassing possibilities with the complete elimination of cold canvass.

"Direct mail can be made to do whatever I want done in the matter of increasing my commission account and helping me to create the coveted atmosphere of professionalism."

subsequent interviews more effective."

A. M. Knapp, Baltimore, "Business Insurance Approach": "I tried to find out all about the prospect and his business, but all I could learn was that he already had \$125,000 of personal insurance. So when I finally met him I said: 'If this business pays you well enough to raise a family and carry \$125,000 personal insurance—and there is apparently no other active executive in the business—then it seems to me that the business would be in a bad way if you were not here to run it.' Believe it or not, he admitted he had thought of the matter and within six weeks he bought \$100,000 business insurance from me."

E. A. Sawin, Philadelphia, "Making Money": "The determining factor in our incomes is the purchasing power of our clients.

V. C. Chambers, Philadelphia, "Keeping Records": "Only a recognized fault can produce improved work. That is why a careful record of calls and interviews is so important to each of us."

G. P. Shoemaker, New York, on "Cash in the Bank": "In discussing emergency values of life insurance with a prospect I say 'Some men carry a sufficient sum of money in the bank to take care of all emergencies. Is that your habit?' If the prospect says 'Yes,' you have qualified him!"

Personal Contact Method of Selling

Henry Maclin, III, Greensboro, N. C., on "Contacts": "I believe in the personal contact method of selling. One day I sold a reference prospect \$10,000 of life insurance by telephone—I've never seen him to this day!"

E. W. Simpkinson, Cincinnati, "Gets By the Secretary": "Tell Mr. Prospect I want to see him about his son John!"

H. I. Warren, III, Baltimore, gives a sales argument: "Sure, Mr. Prospect, I know it keeps you busy paying bills—to the butcher, the baker, the doctor and the landlord. But when you pay them you are just paying your hard earned money to other fellows. Wouldn't it be a satisfaction to know that you are paying some money to yourself?"

S. B. Carrigan, Philadelphia, "Selling the Wife": "I have lost lots of cases because the wife thought I was going to pry her husband loose from three or four hundred dollars that she could use. Now I arrange to talk to husband and wife at the same time. If the wife is on my side she is a strong ally."

Real Trick Is to Make Enough Surveys

H. C. Gollop, Buffalo, on "Surveys": "Everybody knows how to make surveys. The real trick is to make enough of them."

C. D. Rhodes, Bluefield, W. Va., on "Advertising": "I find that direct mail, calendars and blotters have helped me close most of my cases."

T. M. Leimbach, Reading, on "Trusts": "I've never seen an insurance trust created first and life insurance bought afterwards. It's always the other way around. It's a good closing point that there's no use drawing up a trust agreement if you can't get the life insurance."

A. G. Steer, Philadelphia, on "Appearance": "The old time salesman dressed so that the prospect was conscious of him. Today's salesman dresses so that the prospect is never conscious of his attire, favorably or unfavorably."

Spiller Hicks, Richmond, on "Practicing What You Preach": "Put first things first. The more we sacrifice to pay premiums on our own insurance, the more our prospects will sacrifice to pay."

Management Folk Meet in Montreal

(CONTINUED FROM PAGE 1)

plied to reduction of premium or semi-annual or quarterly payments. This was elicited by an inquiry of W. H. Emerson, Union Central. The Monday morning session concluded with a review of recent developments in duplicating equipment presented by Logan S. Massee, planning department Massachusetts Mutual.

Thomas F. Meagher, coordinator New England Mutual, and Oliver D. Seely, standardization bureau Metropolitan Life, discussed technical methods of recording and using facts needed for analysis and accounting in home offices. Mr. Meagher told how up-to-date minute information on agents or agencies can be given to the home office executive within a few minutes before he leaves on an agency trip, how machinery automatically selects cards of the leading producers for house organ editors, how every phase of an agent's business is dated, dashed or pegged for machine analysis.

By the time final registrations were completed Tuesday 400 were present. At the convention Tuesday morning Chairman Ralph R. Combs, assistant secretary Massachusetts Mutual, told some facts and incidents about the hurricane which passed through New England last week and with unusual force at Springfield, Mass.

His first introduction was for Arthur B. Wood, president Sun Life. That two races might live together amicably is demonstrated in Montreal and Quebec, Mr. Wood declared. He cited the French and English toleration of the language, customs and religion of the other as probably the most notable fact to be observed in Montreal. From that he went on to praise the pooling of knowledge and practical resources which characterizes the life insurance business. Its many organizations, he said, have been instrumental in reducing mortality, lowering cost and improving service to policyholders. Both of the last two of these had been done by L. O. M. A., he asserted. Mr. Wood added his personal invitation to delegates to attend the luncheon Wednesday at the Sun Life building.

Presidential Address

President Richard Boissard, vice-president National Guardian Life, gave his address on social and economic trends and their probable effect on life insurance.

In his address on management George D. Finlayson, superintendent of insurance for the Dominion, stated that a fairly stable rate of interest free from violent fluctuations is in the interest of all concerned in the management of life companies. Mr. Finlayson said too little attention has been paid to business persistence in the past in fixing commission scales. The average expense ratio in the last 15 years has gone down but the first year expense ratio has gone up.

Speaking of new companies in Canada his words were: "In those cases in which new companies operate solely on the participating plan the experience has been that the companies are very largely organized and established at the expense of participating policyholders" and "there can be little doubt that in the insurance field the cost of insurance to the public is not likely to be reduced but is more likely to be increased by the formation of new companies."

Mr. Finlayson indicated that net cost gains in the future would probably have to come from production savings and not from high interest rates or mortality savings as in the past. Scheduled to appear Thursday morning Eustace A. Brock, secretary Great-West, substituted for Professor S. B. Ackerman of New York, concluding the Tuesday morning session. He advocated more specific attention by all home office officials to the problem of public relations, citing the demands of the field forces and the

desirability of telling as well as doing on the part of the companies.

E. E. Reid, managing director London Life, presided Tuesday afternoon. The first speaker was T. Guy Woolford, chairman Retail Credit Company. Almost all addresses from this point to the convention close were on technical office management problems.

Preparation of settlement option forms to provide accuracy and speed, certainty and legality of operation as practiced at the New England Mutual was described by Robert J. Lawthers, head of the benefit department of that company.

A banquet Tuesday evening, sight-seeing Wednesday afternoon and a smoker Wednesday night made up the recreation program.

BOSSERT ON AGENCY EXPENSE

Henry Bossert, Jr., manager, agency research department Provident Mutual Life in commenting on agency expense dealt entirely with agency expenses incurred in the field, not in the home office. Figures were presented to illustrate the substantial increase in acquisition expenses since the 1920's.

Agency expenses are usually subdivided into maintenance expenses and acquisition expenses. Maintenance expenses have been relatively stable throughout the depression. They are fairly well standardized. Acquisition expenses fluctuate widely, even in normal times. Some of them are optional, and many are subject to the personal preferences and ideas of the agency management.

There are variations in agency expense items by size of agency and type of territory which do not always follow a standard pattern. Interesting variations in different expense items were noted here and there throughout the paper.

Actual Expense Trends

Actual expense trends for an unidentified group of Provident Mutual agencies, together with supplementary data for the same group of agencies intended to interpret the trends, were presented. Clerical salaries were discussed, together with standards for measuring salaries and measuring clerical activity. Rents, and standards for measuring space, were presented with special emphasis on the effect of large producers versus small producers on the rent item. Other items of agency expense were discussed, together with means open to agency managers of keeping them under control.

Special attention was given to a discussion of the compensation of production supervisors. Another section of the paper discussed expense allowance plans from the home office point of view.

The agent who seeks to increase his average size policy until it equals or exceeds the average policy written by his company should be constantly cultivating a group of prospects who can buy relatively large amounts of insurance, Everett R. Walker, State Mutual Life field assistant, said.

Discussing methods for increasing the size of the average policy and the average size premium, and for decreasing premium frequency, Mr. Walker suggested that breaking down a quota into separate policies of different amounts will definitize the sales plan and result eventually in an average policy commensurate with that of the agent's company. By constant attention to the need of finding an occasional \$10,000 or \$20,000 buyer, the salesman's volume will go up and, more important, his income will also increase.

He emphasized the importance of keeping accurate records both of work done and work projected. For the man who intends to reach his financial objective, difficulties in instituting a book-keeping system are not serious, and though occasionally annoying can be overcome easily, Mr. Walker asserted. Such a system, emphasizing as it does the important persistency factors, cannot help yield more business of a quality type.

Storm and Flood Isolate Hartford Staffs from Jobs

(CONTINUED FROM PAGE 1)

that his mother had lost her life when the storm swept New London. Communication facilities were so badly damaged that he did not receive word of his mother's death until 36 hours after it occurred.

It is not anticipated that even when the reports are all in that there will be a great amount of life and accident claims. Many of those losing their lives in the storm were women and children at seaside resorts.

After the 1936 flood the Connecticut General moved its vault from the basement to the second floor. To prevent flooding of the basement precautions were taken without which the subterranean floors would certainly have been inundated. This measure included installation of valves in the drains so that water could not back up from the storm sewers as it did in 1936. Also windows opening into the basement at the ground level were blocked and a waterproof gate constructed which could be placed at the front door and at the rear entrance. While the water did not get above the steps in the front, the watertight gate in rear was instrumental in keeping water from entering the basement.

At Worcester, Mass., the home office of State Mutual Life was damaged by flying debris which smashed a number of windows on the lower floors.

NO SUSPENSION IN NEW YORK

NEW YORK—Though agencies of New England companies were handicapped by curtailed mail, telegram and telephone service between New York and their home offices, the net effect of the storm on the life insurance business was slight. While storm deaths for the entire devastated area were around 600, fatalities do not seem to have involved many large life insurance policies. Many of the deaths were among women and children who were at shore communities.

While the storm was reasonably severe in New York City, its intensity was slight compared to that experienced in New England. Damage was mainly to small boats and yachts which were torn from their moorings and piled up on the shores.

The center of the storm hit only the outer edge of the New York metropolitan district, near the outer end of Long Island. Persons who had summer homes there in many cases had difficulty determining where their cottages had stood. Suburban transportation facilities out of New York were somewhat hampered at the height of the storm and for a few hours afterward but not enough to necessitate closing any offices or curtailing service.

The parkways by which many visitors to New York enter and leave when they travel by automobile were flooded to a depth which made them impassable. The principal parkways—Bronx River, Hutchinson River, and Saw Mill River—follow the courses of small rivers.

Backward Glances at the Houston Convention

(CONTINUED FROM PAGE 1)

held simultaneously, one of quarter million dollar producers and the other of those who did not belong to that group.

The women are unanimously asking that Alberta Allen, Massachusetts Mutual, St. Louis, be appointed as the new chairman of the women's division. She made a talk before the women underwriters that was acclaimed and those attending were struck by her executive ability. The fact that she is located in the 1939 convention city of St. Louis makes her selection logical, as well.

At the great Mexican fiesta in the

arena of the auditorium Thursday evening, about 2,400 sombreros were distributed to the guests. These were tenaciously clung to by the recipients, many of whom had a son at home who was to be the ultimate possessor. The seats of departing trains were dotted with these souvenirs, which couldn't be sandwiched in to any trunk or suitcase.

Probably there has never been so much proselytizing as there was at the Houston convention. Many advances were made during the fiesta, as everyone was in a jovial mood, milling about the arena, relaxed and approachable. Agency executives were on hand from most of the companies. Due to the fact that a number of new companies have entered Texas in recent years and others are contemplating entering the state, outstanding producers and a good many of the managers are in an unsettled frame of mind. They have received offers and some of them feel that in this period of development and change they should seize an opportunity to improve their situation.

Quite a number of the conventioneers went to Galveston after the convention for the week end. H. J. Cummings, vice-president Minnesota Mutual, called a number of his Texas men into Galveston for a meeting Friday and Saturday. O. Sam Cummings, Mrs. Cummings, who incidentally received a huge bouquet of chrysanthemums at the closing session, Holgar J. Johnson, Penn Mutual at Pittsburgh, the new president, and several others made up a party that went to Galveston. The others in the party included W. E. Bixby, executive vice-president Kansas City Life, and H. B. Berwick, field supervisor Manufacturers Life, and Mrs. Berwick.

Lee N. Parker, president American Service Bureau, went from Houston to Galveston for a visit with officials of American National.

Alberta Allen took a few of the leading women underwriters to her grapefruit ranch in Texas after the convention.

The St. Louis delegation was subjected to a lot of inquiries during the fiesta as to what St. Louis could do that would equal the Houston entertainment. Apparently the St. Louis people are planning some sort of a party on board a Mississippi river steamer.

The Johnsons featured the fellowship hour—Holgar J. Johnson, president-elect; Louis A. Johnson, assistant secretary of war, who was the principal speaker, and J. Monroe Johnson, assistant secretary of commerce, all participating.

President Cummings, in his act as head of the organization, introduced Neil D. Sills, Richmond, as toastmaster. In 1912-13 when Mr. Sills was president of the National association he was on a trip to the south and Texas invited him to help form an association.

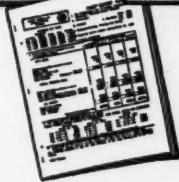
Louis A. Johnson told of the work being done by the army medical corps in improving the health of the nation. Yellow fever, typhoid, tropical and social diseases, have all been checked through the pioneering work of the army medical men. He said that the human element is still the most important cause of aviation accidents. In the World War out of every 100 aviation deaths two were killed in combat, eight from defects in planes and 90 from human shortcomings. He told of the new substratosphere plane which the army has developed to conquer bad flying weather and the human element.

Holgar J. Johnson paid tribute to hosts of the convention, headed by Joseph S. Smith, general chairman; Sam R. Hay, Jr., president of the Texas association, and William Harrison, president of the Houston association. He read the names of the committeemen and they rose and were applauded by the audience. Mr. Johnson then introduced the new officers and the trustees and Paul C. Sanborn, new chairman of the Million Dollar Round Table. Mr. Johnson pledged that the new administration will carry forward the objectives of the association and paid tribute to O. Sam Cummings, for his thorough work as president.



You buy sugar by the pound ... coal by the ton ... electricity by the kilowatt ... and if you are wise, you buy advertising space by an equally accurate measure

the ABC REPORTS



The NATIONAL UNDERWRITER

A.B.C.-Audit Bureau of Circulations=FACTS as a yardstick of advertising value

TODAY more than ever, successful advertising depends on careful selection of media.

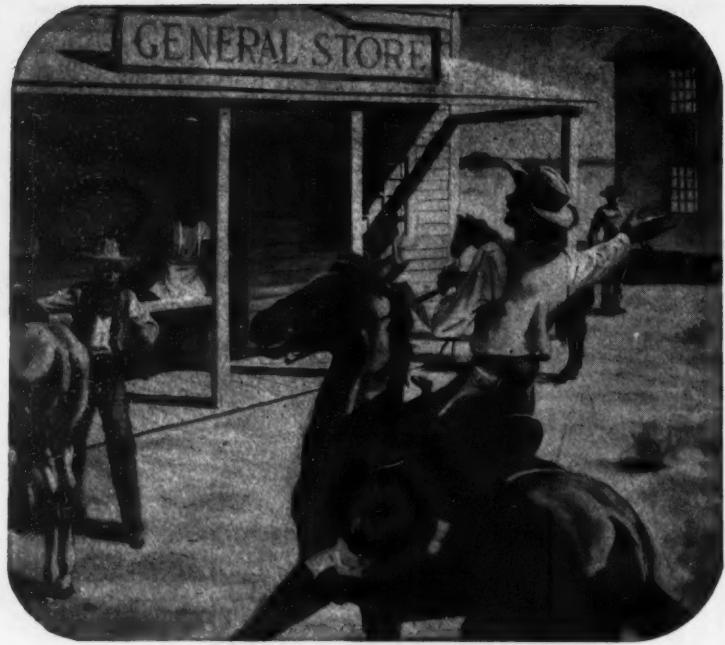
To judge a publication's worth without knowing exactly the nature and extent of its circulation, is as unbusinesslike and wasteful as buying coal without a standard of weight.

For any publication . . . newspaper, farm paper, business paper, magazine . . . the true measure of advertising value is NET PAID CIRCULATION. How much is there? Where is it? How was it obtained? A.B.C. reports answer these questions completely. They give verified information on the quantity, and an important index of the quality of circulation.

Always make A.B.C. reports your starting point in buying advertising space. If you do not have the latest A.B.C. report on any publication in which you may be interested, ask for it. Demand it. Study it. Then, judge soundly how the circulation fits in with your sales program.

Our A.B.C. report is ready for all advertisers. Ask for it today!

**An A. B. C.
Publication**



COLORADO . . . 1858. Gold at Pike's Peak! The news spread like wildfire. Soon a great migration westward to the gold fields was under way. "Pike's Peak or Bust!" was the slogan of the day.

PIKE'S PEAK GOLD REGIONS! LIFE INSURANCE!

Policies granted by
THE NEW YORK LIFE INSURANCE CO.

In view of the extensive emigration to the Gold Regions, the above well-known Company of 14 years standing, are now prepared to issue policies for that locality. Parties can thus secure to their families or friends more resource in case of accidents, and creditors protect themselves from loss for advances. For full particulars, see of Rates, &c., apply to:

Naish Collier Agent, at Washington, D.C.

Facsimile of New York Life poster issued in 1859.



FACING THE HARSHIPS of the Overland Trail were men from every walk of life. Many of these hardy pioneers, realizing the dangers ahead, insured with the New York Life. Thus the Company spread the benefits of its protection westward, growing with the nation.



INVESTING ITS FUNDS for the benefit of the policyholders, the New York Life has helped to build up this rich and bountiful country. Thus, in providing protection for the mothers and children of America, the Company has also contributed to the economic development of the nation.

Due very largely to the persistent efforts of American life insurance agents, there has been created a backlog of well over 100 billion dollars of protection for the people of this country. The agents have thus been an important influence in promoting the social stabil-

ity and economic progress of America. The first responsibility of a life insurance company is the protection of its policyholders. It must, therefore, maintain adequate policy reserves, and must invest conservatively. The New York Life Insurance Company maintains its

policy reserves on the strongest basis used in the United States and Canada. In investing it adheres to the principle that "*safety should always be the first consideration.*" A policy in the New York Life is one of the best investments you can make, for your family and yourself.

SAFETY IS ALWAYS THE FIRST CONSIDERATION. NOTHING ELSE IS SO IMPORTANT

NEW YORK LIFE INSURANCE COMPANY

A Mutual Company founded on April 12, 1845

THOMAS A. BUCKNER, Chairman of the Board

51 MADISON AVENUE, NEW YORK, N.Y.

ALFRED L. AIKEN, President